

Jury Duty Referrals

The next time you receive a notice to appear for jury duty, consider it an opportunity to network and generate business, rather than endure a boring day of sitting and reading magazines. Mimi Kelly, branch manager (and originator) for Fairway Independent Mortgage, Phoenix, Ariz., made the most of her recent jury obligation. While waiting for a case to be called, Kelly conversed with her fellow jurors who wanted to know how she was employed. "They asked questions regarding the economy, the housing bubble, and related areas and I had very specific answers for each," she said. "As a result, they called me within a few days and I had two new customers."

Kelly noted that she made a point to emphasize her consultant's role. "Rather than say I'm a loan officer, I always tell people that 'I'm in the mortgage business and I help people integrate their mortgage into their total financial portfolio.' That approach helps to separate me from other originators who primarily talk about interest rates." She stressed the importance of always being ready to sell. "I visited Cabo San Lucas recently and began talking to a couple of people who were also in the hotel shuttle. Soon after returning to the office, they called and I'll soon have two more customers. We should always be selling."

