

Recruiting Page



At Fairway Independent Mortgage we are committed to our “Core Values”! It is the foundation of what our company is built on and the backbone of how we strive to live and do business in our community. From the CEO to the “street” it is what makes us a family.

Products:

At Fairway Mortgage, we are a direct seller to the agencies.

This includes:

Fannie Mae

Freddie Mac

Ginnie Mae

We offer a wide Array of Products:

FHA

VA

USDA

Jumbo

MCC Programs

NC Housing Finance Agency with DPA

Reno Products

Condo Products

Reverse Loan Products

Expanded or Alternative Income Source

Based Loans



Marketing

Marketing Portal-At Fairway, every Loan Officer gets their own free marketing portal allowing for attractive compliant marketing pieces quickly and efficiently to help strengthen and build relationships.

Websites-Every Loan Officer and branch receives their own website created and maintained by the web team with an online loan application linked to Encompass that keeps all of your clientele in one place.

Campaigns-Automated email and direct marketing campaigns help you stay top of mind with Prospects, Past Clients, and business referral sources with free email campaigns and direct mail pieces.





Mortgage Technology

Fairway Now App-Puts you ahead of your completion!

- *Helps Loan Officers close loans faster.
- *Allows clients to send documents easily
- *LOS integration allows LO's to view their pipeline and transfer borrower's documents
- *Facilitates communication with borrower and realtor
- *Generate Pre Qualification letters at the touch of a button

Motivator CRM-A complete digital marketing platform with the HEART of a CRM created exclusively for Fairway Independent Mortgage Corporation.

Digital Marketing-

Fresh content on your website 3x per week

Monthly customer newsletters

Weekly Realtor Communication

Modern Website

Integrated with the CRM and emails

Hundreds of articles on lending and homeownership

Bio and testimonials

Links to Ellie Mae application

Mobile responsive



CRM-

Integrated with Encompass and websites

CRM communication platform

Audience focused email campaigns

Over 15 different email campaigns for customers and business partners

Linked to website

Sales Dashboards

In-Process workflow emails

Updates customers about loan status

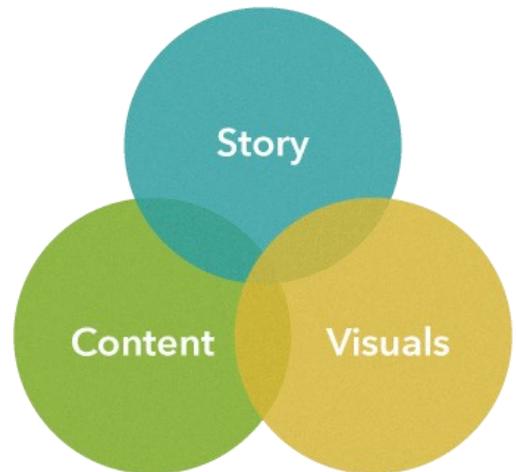
Warns of lending pitfalls



Mortgage Coach-

With EDGE and RateWatch LO's can build presentations that show principal reduction and asset accumulation while demonstrating a variety of loan program choices, taking control of the Sales Experience.

Mortgage Coach EDGE allows the user to push out live presentations to clients, alert referral partners to viewing of their presentations, create videos and feature presentations created in EDGE on social media. RateWatch provides users with the ability to see live market changes, 24/7. Through Fairway, Mortgage Coach EDGE which includes RateWatch is available for a cost of \$30 per month per user and billed to the branch through Fairway's Accounting department. This is a significant discount, and Fairway picks up the remaining cost.



Fairway Ignite- Run to the ROAR!

Fairway IGNITE provides leadership and sales coaching by top producing Fairway Loan Officers and Managers who not only know Fairway's systems and tools, but also understand the critical aspect of how to coach someone up to the next level.

One on One's

Pods-coaching 3-4 team members together

Branch unplugged events

GRIT (Loan officers with less than 1 year in the business)

Operational Coaching

Dream Big Sales Summit

Coach the coaches

Leadership Series

Benefits of IGNITE

*Implementing the consistent activities required to grow your business and increase your volume year after year

*How to Build a team and hire the right people

*Organization skills and time blocking for maximum efficiency

*Life Balance and learning how to delegate tasks

*Teaches Daily Best Practices

*Peer accountability at the highest level

*Leadership skill development