

LEAD GENERATING EMAIL SIGNATURES

FOR LOAN OFFICERS



Home buyers know that they're a paycheck to mortgage professionals
and that makes them slow to trust us.

We have a few tips to optimize your email signature that'll help you build some instant trust and confidence:

SHOW THAT PRETTY FACE!

Throw your headshot into your email signature, it'll help leads feel more comfortable with you and increase your chances of getting a deal!

Bonus points if you're making eye contact with the viewer.



GOT IT? FLAUNT IT

Add on your niche industry talents and credentials to stand out and give yourself some instant credibility. Don't forget to add your NMLS number too!

SHOW OFF YOUR CONTENT WITH 1 CLICK

Point people to your most active social media channels, like Youtube, a blog, or your website with a link!



BRAND IT IN 5 SECONDS

Strengthen your brand by adding your company logo. Consider using your brand's fonts and colors for some extra on-brand serotonin.



BE EASY TO REACH

Give your leads a few ways to contact you, like your email, business phone number, and your cell number. Don't throw too many contact methods on there though, you'll confuse your clients and stretch yourself between platforms trying to stay up to date on everyone.

Don't put your email address on there either, you're already emailing them!

LINK TO YOUR CALENDAR WITH A CTA

If someone is looking into your signature, they're read through your whole email, and are looking at the small details so chances are good that they're interested in your offer!

Link to your personal calendar so they can easily sign-up for a time to connect, make sure this updates on your calendar without you having to approve each meeting or play email tag. Make sure to use a clear Call-To-Action that makes sense for scheduling a meeting, something like "Book A Call Now" or "Let's Chat".

If your automation doesn't support automatic calendar scheduling, check us out, we have everything your mortgage business will ever need. Our system is built by LOs for LOs, we've been in your shoes.



SET CLEAR EXPECTATIONS ON YOUR AVAILABILITY

Put your office hours in your email signature so that when people are emailing you outside of those times, they know why it's taking you longer to respond. Rather than thinking, you're just blowing them off!

LEAD GENERATING EMAIL SIGNATURES EXAMPLES FOR LOAN OFFICERS

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[Book Your Call Today.](#)



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M-F 8am-7pm

BOOK A 30 MINUTE CALL WITH ME TODAY! →

ABOUT EMPOWER LO

At Empower LO, we're here to change the way the mortgage game is played.

We're a hands-on, innovation-focused mortgage lead generation company. And we're quite literally changing the game by bringing you, the individual loan officer, the lead secrets the big guys have been hiding for years.

Why should you work with us? Good question.

Here's how we're different:

Transparency and Value-based on measurable ROI.

We don't charge for information, in fact, we share most of our research right in our blog. We bring value based on measurable ROI to our clients with our best in class implementation and management of your search network funnel.

For starters, we use search networks instead of social media advertising to generate mortgage leads because we know that social leads generally do not have high intent. You need business now, not years from now.

Next, we help you convert that traffic into leads through highly-effective landing pages and lead forms.

In order to help you scale your business with all these new leads, we setup proven automated follow-up campaigns for you so so you only spend time talking with the people who are most serious about actually getting a mortgage.

Lastly, we provide monthly coaching and strategy sessions with our in-house lead-gen specialists who will help you maximize your leads to close more deals!

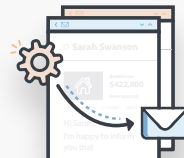
We're your mortgage lead generation partner from start to finish and we GUARANTEE you'll generate intentional leads at a reasonable cost. It's a win-win.



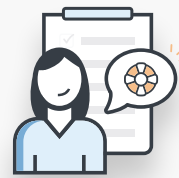
PROVEN LANDING PAGES



LEAD GENERATION



AUTOMATED FOLLOW-UP



CONVERSION COACHING

To learn more about Empower LO and how we can help you drive your business, visit <https://empowerlo.com>.