

## MARIO DE LA MORA

Written by Haley Freeman

Mario De La Mora brings world-class customer service and over 16 years of comprehensive industry experience to the nation's most innovative mortgage lending company, loanDepot. Having excelled in both sales and management, Mario is excited about leveraging the unique array of tools available at loanDepot to help his clients and business partners reach their goals.

An Ontario native, Mario took his first job at Nordstrom. While still in high school, he received the company's legendary customer service training. Mario's skill was such that at a young age, he was assigned to help open two new Nordstrom stores, one in Ohio and one in Arizona. Along the way, Mario held many different positions within the company, from shipping and receiving, to sales, to management. "A lot of who I am today stems from my experience at Nordstrom," he says. "It made me the person I am as far as really taking care of people and understanding their situations."

When Mario returned home to Ontario, he was ready for new challenges. He followed the lead of his mother, a longtime Realtor®, and began working as a junior account executive for a title company. He applied his well-honed customer service skills to

developing relationships with Realtors® and helping them acquire business. As he continued to advance in the industry, he found that his true passion lay in originating home loans.



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## RELATIONSHIP-FOCUSED LENDING

After 11 years as in-house lender at a local real estate company, Mario joined loanDepot, where his attention is focused on building and maintaining relationships. With a phenomenal production and marketing team behind him, Mario is free to spend his time counseling borrowers through the loan process and helping real estate partners develop business. "Relationships mean a lot to me, and I don't take them for granted. loanDepot is structured in a way that I can be more available to clients and agents."

Mario's lending experience spans traditional home loans, investor loans, commercial and construction loans, reverse mortgages and refinance loans. His versatility as a lending professional means he can provide sound advice to everyone from first-time buyers to sophisticated investors. "Structuring loans has always been fun for me," he says. "I enjoy figuring out what is the best scenario for a buyer. I love to find out that 'why.' The thought process has always intrigued me, and understanding that process helps me provide the best possible service."

Honest communication is a hallmark of Mario's service. "My mom and her friends always told me their biggest complaint with lenders is that they never return phone calls. I make it a point to return phone calls by the end of the day, and if it's too late, I do it first thing in the morning. Text and email are great, but nothing will ever beat a phone call."

With five loan processors, three production assistants and a dedicated marketing team, Mario is well-equipped to move loans through escrow seamlessly, while also helping his real estate partners cultivate new business. "We have so many tools available to help Realtors® market themselves and

continue following up with clients. We provide social marketing, digital marketing and print media, and we can do all kinds of support for open houses, like a digital sign-in book that feeds directly into a CRM we provide. It's so important to have a system that prompts you to reach out to people to follow up. We use Total Expert as our CRM, and once the agent creates an account, loanDepot has proprietary marketing tools that are available through the system. Agents don't have to worry about marketing compliance — it's built in, so the experience is seamless. The tools we provide synchronize everything, so loan consultants can remain involved and work with the agents and clients as a team."

Mario says he has been re-energized by his move to loanDepot, where the client-focused culture and forward-thinking systems make the process of getting a home loan easier than it has ever been before. "It allows me to focus on the reason I do this, which is to get out and meet more people and help them become homeowners."

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