

THE THREE M's

THAT WILL HOLD YOU BACK FROM BECOMING A BRANCH MANAGER!



Making the transition to branch manager is typically the next level for a seasoned and successful originator. As well as a boost of take-home pay, becoming a branch manager gives a loan officer more control over the direction of their career and enables them to dictate the speed of their trajectory. Taking the step up and becoming a branch manager has numerous long-term benefits, but it can be a tough transition. That's why it's imperative for branch managers to partner with an experienced, credible mortgage company with a proven track record of helping mortgage professionals push their careers to the next level. Here we examine the three key hurdles any loan officer needs to overcome to become a branch manager.

#1 MANAGEMENT

SPECIFICALLY, YOUR CURRENT
BRANCH MANAGER

The first hurdle a loan officer must overcome, in many cases, is their current branch manager. Many times, branch managers do not want their best loan officer to open their own branch and get to their next level. Therefore, in many cases, the manager will consciously or subconsciously sabotage the originator's growth potential. Also, great originators tend to be loyal and do not want to leave a branch manager that they have been working with even if it is going to cost them hundreds of thousands, sometimes millions over the course of their career. The Executive Management Team at First Alliance Home Mortgage recognizes this pattern and has created the Emerging Branch Manager (EBM) Division. This division is precisely focused on taking a solid originator and helping him/her make the leap to branch management. Creating a culture and atmosphere that enables every employee, from the most junior to the most senior – to achieve success. This culture is one of the core principles in which the company has been built on. First Alliance Home Mortgage has also worked hard to implement processes and technologies that make becoming a branch manager easy. They understand that equipping branch managers with adequate tools is a vital part of achieving success in today's mortgage industry. So, before you make your next career move, take the time to consider whether your current manager wants you to get to your next level and is working to help you get there. Will they go the extra mile to help you be a success?



#2 MARKETING

In today's world of ever-changing methods of connectivity such as social, web, direct mail, etc., having a solid marketing plan is clearly the second essential. A branch manager could have all of the necessary tools and qualities required for success, but if they lack any branding, the results are going to be disappointing. Partnering with a mortgage company that not only understands the importance of marketing but also experience of executing effective marketing plans, often differentiates an average branch manager from an exceptional one. Be sure to ask about the company's marketing strategies before making the step up or joining a new firm as a branch manager. Do they offer customized, branded websites for their branch managers? Do they provide their branch managers with access to a marketing department that can customize a marketing campaign tailored to the particular branch manager? Allowing branch managers to utilize different types of marketing techniques is a critical component of a forward-thinking mortgage company, like First Alliance Home Mortgage. This enables their partners to push on to the next level.



#3 MINDSET

The third hurdle a loan officer must overcome is the current originator mindset. A branch manager must think differently than a loan officer. For example, a branch manager is committed to making sure that there is an investment being made in marketing, processing, and infrastructure. A branch manager is also concerned about recruiting, motivating, and training a team. One also needs to be concerned with things like analyzing a P&L and planning. At times the interests of a loan officer and the manager can be at odds. This puts the emerging branch manager at an internal conflict in the mindset that the originator must overcome. However, when they do overcome these hurdles and make the transition from an originator to a branch manager, the results could be life changing!

Join the "FAHMily"

First Alliance Home Mortgage is a company that gets it! We understand that the people come first. Superior marketing, state-of-the-art technology, and excellent corporate support are what we offer to every employee. We firmly believe in investing in our people. Established in 2004, First Alliance Home Mortgage has consistently grown each year. We are currently licensed in thirteen states and continue to expand our territory. First Alliance Home Mortgage offers a complete and vast array of loan products that's backed by an aggressive, common-sense underwriting team. Here is where the opportunity! So, if you're a stable originator who is looking to take your career to the next level by becoming a branch manager, then we need to talk.

For a confidential conversation, call **Sam Khalil**, CEO at **201.410.5728** or schedule a call by scanning the QRC code below or visit www.fahmloans.com
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