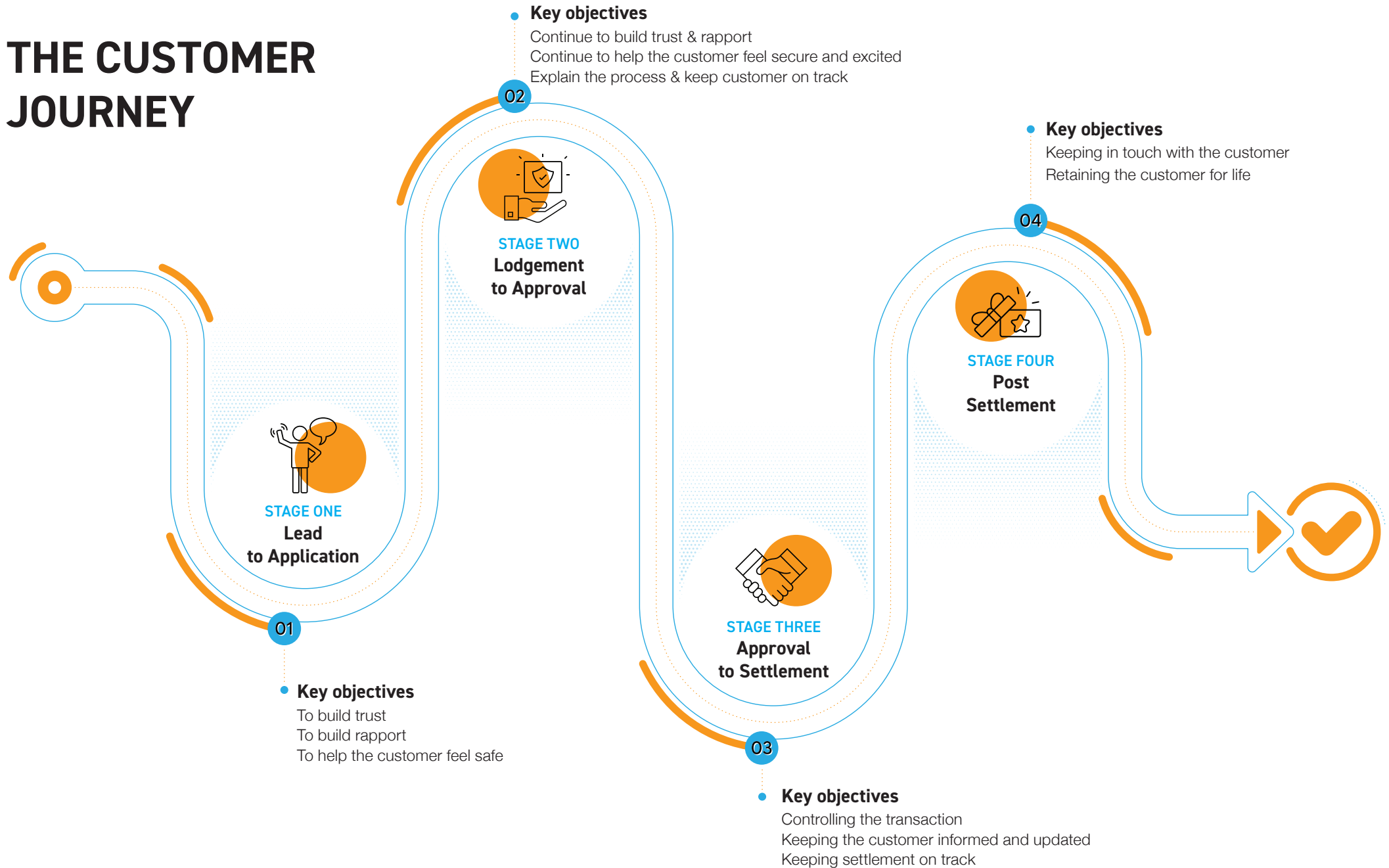


THE CUSTOMER JOURNEY



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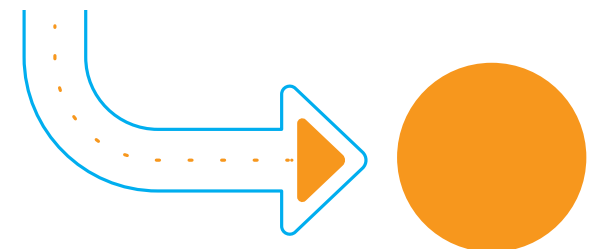
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STAGE ONE

Lead to Application

Key objectives

- To build trust
- To build rapport
- To help the customer feel Safe

First Contact Face to Face or Phone call (or Video Conference call if that's a preference)

- Establish why they are talking to us
Or why are you talking to them? What solution do they need?
- Where are they at in their home buying journey?
- What's going through the customers head?
How are they feeling?
- Find out as much information as possible
 - their history/background
 - how they heard about you (if a new customer)
- Get a privacy consent form signed upfront and do credit check, obtain pay slips, bankstatements.com.au summary
- Avoid getting things from the customer that you can get yourself
- Ask them to save your number in case they have any other questions before you are next touch

Next Contact

- Take ownership upfront and control the conversation
- Make a phone call to advise of any information you are sending through and book a meeting to talk through it. (e.g Talk through any lender options, product comparisons and explain why these solutions are right for them and also what options won't suit and why)
- When sending through information use a structured email, use a client summary and always customise to the client with possible options for their situation (Rather than giving them all our product information for them to choose from)
- Ensure to outline any fees and charges that may be applicable

Other Suggested Touch Points

- You tried to call the customer: Send them a custom video with who you are, why you called and when you will be in touch again
- Thank you email: Thank you for choosing LJ Hooker Home Loans. What to expect from LJHHL, the Process/Journey & next contact

TOP TIPS

LISTEN It's important that you let them do most of the talking. Ask questions and find out what they want/need and how you can be the expert to find them the solution. Paraphrasing back to the customer can help clarify and shows that you are listening and know what the customer wants.

Take notes. (You can always use voice to notes with your smartphone to quickly get these to your email and then into mercury)

TONE OF VOICE Language is important. Try not to use words like 'process' or 'compliance' when speaking with your customer to ease fears.

REFERRERS Understand the referrer's process/journey. Know what experience the client will have with them to ensure you can customise your process. Always touch base with the referrer to seek any special instructions, sale details or investment plans.

FOLLOW-UP IS CRITICAL Using deadlines with your clients is critical to stay on top of your pipeline and will also assist you to build rapport with your client. Ask the question... do you see any issues with getting this to me by XYZ? Pre-empt any problems.

CUSTOMERS SHOPPING AROUND Some clients may tell you and some may not. Some triggers include hesitation to sign documents straight away or if the details they give you suggest they already have a good loan with a good rate. Ask them why they are shopping around and educate them that this is your job. You can do this for them, save them time and also advise what could affect their credit score/file. Otherwise, you may not be right for these customers.

- ✓ **First Contact Face to Face or Phone call (or Video Conference call if that's a preference)**

 - Establish why they are talking to us? Or why are you talking to them?
 - What solution do they need?
 - Where are they at in their home buying journey?
 - What's going through the customers head? How are they feeling?
 - Find out as much information as possible
- ✓ **Enter Customer and Opportunity into Mercury CRM for lead tracking and to progress application**

 - Include Lead Source and follow naming convention
- ✓ **Send email to Customer to summarise discussion and seek required documentation to support the Home Loan Application**

 - Include privacy consent form & credit Guide
 - List documents you require the customer to send back and include bankstatements.com.au link
 - Avoid getting things from the customer that you can get yourself (e.g. Credit Check etc.)
- ✓ **Call Customer to advise of email you sent through and explain requirements**

 - Follow-up as required
- ✓ **Once documentation received, complete product comparison to suit customers' needs**

- ✓ **Send Customer Product Comparison email with details of the options for their home loan**

- ✓ **Call Customer to advise of email and set-up meeting to go over either in person or via teams/zoom**

- ✓ **Conduct meeting with customer to discuss Product Comparison and make final selection for your Home Loan Application**

- ✓ **Gather any further information for the application**

- ✓ **Complete necessary tasks to lodge application with lender**

** Also see Loan Processing Flowchart for further detailed checklist for lodging an application**



STAGE TWO

Lodgement to Approval

Key objectives

- Continue to build trust & rapport
- Continue to help the customer feel secure and excited
- Explain the process & keep customer on track

Explaining the process

- Reinforce the lending specialist role/benefits and why they are using you
- Explain everything you need for the chosen lender, what the process and timeframes are for that lender. Explain why you need everything upfront and timeframes for the lender to assess the deal don't start until everything is submitted. (Timeframes are not outcome based... e.g 5 days to be assessed & 2 weeks for conditional approval)
- Help the customer to feel you are on their side (not the banks) – you work with them everyday and want to make sure the customer is presented in the best possible way
- It's good when the banks ask questions as it means they are wanting more information to be able to approve the loan
- Reassure the customer they can get a loan and explain that you will find them the right lender. Policy isn't personal it's lender specific
- Briefly outline your long-term support and that they won't ever be on their own

Needing to switch lenders

- Give the reasons why a switch in lender is required however have a solution ready to go before contacting the client. What background you have done to come to this solution.
- When another valuation may be required, give the customer the option. To obtain conditional approval prior to the cost of a valuation or pay upfront for the valuation – give the customer some control.

Declines

- Always a phone call
- Have you considered other options? (Specialist loan – Access or Bright?)
- It's important to offer a solution / option if available – and think through how you will present this
- If it's reduced borrowing – explain why and think of how you present it as a solution
- If no viable option - explain to a customer what they need to be successful in obtaining a loan rather than just advising of a decline

A lot of times there is an option – don't pre-empt what the customers opinion will be. Stay positive when delivering an option.

Always remember to also discuss with your referral partner.

Communicating formal approval

- Phone call to advise of Conditional / Formal Approval and follow-up with more detail in an email

Formal approval can be a great time to ask for a referral. Often this is the most exciting time.

Asking for referrals

To maximise the opportunity for a referral the key areas are:

1. Do you have a loose script to follow?
2. Is it clear what you are asking a customer to do?
3. Have you explained why referrals are important to you and potential future customers?
4. Is the timing right?

Firstly, it's normal to feel awkward or uncomfortable. It's not a natural act. But when you think about it, you're just asking if you can help someone who may be important to them.

- Leave items in the house with business or personal contact details on it (e.g. flyers with face on it, something for the fridge) for people to see when visiting

- Finding triggers to assist with more natural conversation to ask for referrals. At conditional approval or settlement. “The best thanks you can give is to send your family and friends our way”, “If you think of anyone we can help, please send them our way”, “If you're happy with our service, please send your friend and family to us”
- If a customer says XYZ... | Look for a trigger at this stage. For example, after a call advising of a loan approval for a first home buyer customer, they may state - “Thank you so much for the great news. This is so exciting for us!”. You may reply with – “Great to hear and thanks so much for the feedback. I love helping people buy their first home. I would be more than happy to help any of your friends or family plan or buy their first home and have the same experience as you”.

Other Suggested Touch Points

- Surprise and delight (A small gesture gift - eg. pre-paid coffee card)
- SMS/Email to advise the loan application has been submitted

TOP TIPS

ALWAYS FOLLOW-UP PHONE CONVERSATIONS with an email to ensure you have everything in writing and the customer has something to refer back to

DON'T BE AFRAID TO BE HONEST Explain why you are different to other brokers who may be ‘promising’ faster timeframes etc.

GETTING DOCUMENTS WITNESSED Advise your customers that instead of using a JP, their solicitor can help with this

CHECKLIST



- ✓ Advise Customer when application has been lodged with the funder and when to expect a response
- ✓ Set dates to follow-up with the customer to touch base if loan application has delays
- ✓ Phone customer to discuss any further requirements from the lender
 - Follow-up with an email
- ✓ Phone customer if there is a lender decline and/or if there is a need to switch lenders
- ✓ Communicate conditional and/or formal approval and advise of any conditional requirements
- ✓ Ask for a referral to maximise the opportunity



STAGE THREE

Approval to Settlement

Key objectives

- Controlling the transaction
- Keeping the customer informed and updated
- Keeping settlement on track

Tracking the loan and keeping settlement on track

- Having a tracking spreadsheet, checklists or whiteboard to track your loans can be helpful in knowing where each loan is at (Kanban in Mercury is a great tool for this also)
- Utilising email templates for different funders can also be helpful to send out to clients
- You can also include any discharge form information and instructions on what needs to be done
- It can save a lot of time and effort if you include the clients solicitor and the referrer in emails
- Reach out to the clients solicitor to confirm settlement dates and any short fall funds that may be required
- 2-3 working days before settlement, touch base with the client, the solicitor and funder to ensure everything on track for settlement day

Getting documents signed

- Once you know that documents have been sent out to the client, 2-3 days later, follow-up with the client to ensure they got them ok.
- 2-3 days following, check-in with your client to ensure they have completed them and where applicable ask for the tracking number.
- Chasing up the lender once documents have arrived will ensure any issues get sorted early
- Once documents are checked and settlement can be booked, touch base with the solicitor and advise – follow-up and confirm settlement has been booked

On day of settlement

- Celebrate with your client with a phone call to let them know settlement has taken place.
- Send an email with settlement details, what happens next and any follow-up information you can give them around repayments, online banking and what to expect from the funder.
- Order or organise any settlement gifts for the customer (and/or referrer) to thank them for their business
- Construction loans you may organise something at the end of the build instead
- A phone call either on the day or next day to the referrer to let them know settlement has taken place and thank you for the referral (Sometimes they already know)

Other Suggested Touch Points

- 7 days after Approval, ask for a testimonial, a review or referral
- 7 days prior to settlement, send your customer a settlement checklist/guide and check-in with solicitors etc.
- Send random acts of kindness to your referrers to say thank you for their business (e.g. chocolates to share around the office)

TOP TIPS

HELPING WITH THE SIGNING OF DOCUMENTS

will save you time in the long run

GETTING DOCUMENTS WITNESSED Advise your customers that instead of using a JP, their solicitor can help with this free of charge

YOU MIGHT LIKE TO HAVE DIFFERENT GO TO SUPPLIERS for settlement gifts depending on the value of the loan or type of client

IF A CLIENT REACHES OUT to say thank you for a gift, that's a great opportunity to ask them for a referral or review/testimonial

Some referrers and clients need a different approach/schedule of communication from you however it's good to have a base process in place to keep them informed. You can then decide if extra communication is required and incorporate these touch points when you need to

When you receive a testimonial, give the client a call to say thank you. This may also be a good opportunity to ask for a referral. (Who else can you help?)

- ✓ Ensure any discharge documentation has been completed and returned to current funder (only if a refinance application)
- ✓ Diarise to follow-up lender to ensure loan documents have been sent out
- ✓ Once you know that documents have been sent out to the client, 2-3 days later, follow-up with the client to ensure they have received them
- ✓ 2-3 days following, check-in with your client to ensure they have completed them and where applicable ask for the tracking number
- ✓ Chase up the lender once documents have arrived to ensure any issues get sorted early
- ✓ Once documents are checked with funder, confirm the settlement date and any short fall amounts with lender, solicitor/conveyancer and customer
 - Check when settlement is due on Contract of Sale and confirm still working towards this date
- ✓ Follow-up solicitor and confirm settlement has been booked
- ✓ 2-3 working days before settlement, touch base with the client, the solicitor and funder to ensure everything is on track for settlement day
- ✓ On day of settlement, phone customer to congratulate them and confirm settlement
- ✓ Send settlement email and advise what happens next as well as any lender specific information
- ✓ Order or organise settlement gift



STAGE FOUR Post-Settlement

Key objectives

- Keeping in touch with the customer
- Retaining the customer for life

Post-Settlement Contact Plan

- Post-Settlement Check-in: (approx. 25 days after settlement)
Now that you have settled into your new home... here are a few details you need to know. (Debit Date, Online Banking Access, Funder Contacts, Fixed Rate details etc.)
- Check their first repayment went through ok
- 3 months
- 6 months
- 12 month Anniversary
- Birthdays
- Ongoing Anniversaries
- Fixed Rate expiry
- Campaigns to touch base with clients around equity (what is that month's focus?)
- Newsletter with Blog/Article nurture type material
- Asking for a referral touch point – maybe attaching incentive
- Personal type communication (e.g. Sport/Interests)
- RBA announcements
- Annual Review

TOP TIP

IF A CUSTOMER HAS A MORE COMPLEX LOAN SET-UP

It might be worth touching base with them 7 days after settlement to ensure they can access their offset accounts and/or online banking

CHECKLIST

✓ Update customer's residential address in Mercury CRM system (if required)

✓ Set follow-up tasks to touch base with the customer to check in

- 25 days after settlement to discuss first repayment and ensure everything ok with home loan
- 3 months
- 6 months
- 1 year anniversary – perhaps send a card or text
- Fixed Rate expiry

✓ Add customer to ongoing database newsletter list to keep in touch