ITS Tip of the Month

Hello Elite Club Members!

I wanted to share a best practice with you that came up at our recent Division III Sales Conference. If you have your FNTG Mobile business card app setup this is an easy way to connect to clients/prospects and provide resources that make doing business with you easier.   What sales executives are doing is reaching out to the non-directing agent/ co-op agent and sharing their mobile business card app with them once a transaction is open.   They let the non-directing/co-op agent know that not only are they a resource for them during the transaction, but the app they just shared with them (via text or email) provides resources that may be useful to them as it contains all the contact information for their escrow officers/escrow teams, so if they need to get a hold of someone during the transaction their mobile business card app provides easy access to call, text, or email anyone handling their transaction.

This approach provides something of value upfront along with a convenient way to communicate with those handling their transaction.   Since most issues arise in a transaction due to not setting proper expectations or lack of communication, you’ve just provided away to ensure that they have the tools in the palm of their hand to improve communication and help differentiate you in the marketplace.

Have a fantastic week!

Thank you,

Matt

Matt Hidalgo
Vice President
FNTG Connect Team
Direct: 503-430-4791
matt.hidalgo@fnf.com
www.itsconnectnow.com

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