

A photograph of a woman with dark hair pulled back, wearing a black blazer, smiling warmly at a man whose back is to the camera. He is wearing a dark suit jacket. They appear to be in a modern office or business setting with large windows in the background. A dark blue geometric overlay covers the bottom half of the image.

**ZILLOW<sup>®</sup>GROUP**

**Creating a Lender Pitch: How to  
Win Over Prospects in 30 Seconds**

As a mortgage professional, you never know where you'll find your next client. Sure, you represent friends, family and colleagues, but how do you position yourself and showcase your business when you meet new people?

Whether you're at a networking event, a friend's party, dropping off the kids at day care or chatting at the gym, it's important to put your best foot forward. The most successful lenders have an elevator pitch that's rehearsed, yet conversational; factual, yet easily digestible; and well-timed but not pushy.

It's called an elevator pitch for a reason—you're supposed to be able to get through the whole thing while traveling up or down a few floors on an elevator. That's about 30 seconds. Learn how to craft your pitch!

There are two main components involved in a successful elevator pitch: content and delivery. One can't exist without the other. A memorable and effective 30-second pitch delivers important information and conveys a feeling of connection, both because of your message itself, and the way it is presented.



Consider these helpful tips for creating your elevator pitch and then getting the most out of delivering it.

## Offer a specific story or example

Instead of just talking about yourself, offer a short story about a client you guided through a time-sensitive loan closing or refinance, or share another big win you've had for a client in the last few years.

## Highlight what makes you different

People are easily turned off by pushy sales pitches. Don't give them the same old story. What makes you stand out as a mortgage professional? Maybe it's your quick turnaround time, industry knowledge or local reputation. Shine a spotlight on whatever makes you unique and memorable.

## Include the important details

Don't get carried away in your message and forget essential details like your name, your bank's name, your office location and your specialties.

## Be passionate about your business

Enthusiasm is contagious. Demonstrate that you are passionate about the mortgage industry, your clients and your career, and listeners will feel your authenticity.

## Make it all about them

People don't want to hear you talk about why you're so great. They want to know what you can do for them. When you talk about your skills, tell them how those attributes can help make their buying or refinancing experience less stressful or more efficient.

## Use straightforward language

Don't spend these valuable seconds using industry buzzwords and jargon. Craft a message that is approachable, easy to understand and unthreatening to the general public.

## Keep it short

Make sure your pitch is no longer than 30 seconds. People have short attention spans and are easily distracted; they want you to cut through the fluff and get to the core of your message.



## Make a connection and tailor your delivery

Know your audience and finesse your message accordingly. A flat, generic pitch doesn't appeal to anyone, so tailor your pitch to each individual. For example, if you're talking to a potential refiner, tell a story about how quickly you closed your last refinance. If you're chatting with a first time homebuyer, talk about your interpersonal skills and ability to walk them through the process.

## Know when to use it

Savvy networkers know a sales pitch when they see it, so only use your elevator pitch when it's appropriate. It doesn't need to be the lead point in your conversation with a new acquaintance. Spend some time finding mutual interests and identifying their needs before launching into your pitch.

## Practice!

An elevator pitch is a type of public speaking, and most people get a little nervous when speaking in public. Think back to a time when you rehearsed school presentations. Write out your pitch and practice in front of the mirror, with co-workers and with willing family members.

## Make a video

While you're practicing, videotape yourself a few times. It will help you critique your delivery, body language and approachability. And, once your elevator pitch is polished and ready for prime time, record yourself again and post it to the About section on your website. It's a unique and easy way to introduce yourself to new visitors.

When you focus on delivering a compelling message, offering a standout value proposition and conveying confidence and enthusiasm, your 30-second elevator pitch can become a powerful networking and lead generation tool. Practice, tweak and time your pitch correctly, and you'll set yourself apart from less-prepared and unremarkable conversationalists.

