

10 Ways to Find Commercial Loans

- 1. Your Customers:** Review your old residential applications. Look at the Schedule of RE. Many times you'll find that you are sitting on a goldmine of information with your past clients! Maybe that residential refinance you did for your favorite client last month isn't the only property that they need to refinance. Maybe your customer is ready to graduate from Single Family rentals to apartments. Maybe your doctors and dentists are ready to purchase new buildings.
- 2. Market Yourself:** Simply add the word "Commercial" to your business cards, signs, email signature, website, and business letterhead. Just the mention of "commercial loans" through these mediums can attract potential clients who otherwise may not have been aware that you handle commercial financing. And, the NAR says your credibility increases 70% when you add "commercial lending" to these materials.
- 3. Networking:** Your residential mortgage associates—either within your office or outside—see commercial loans, and may not know what to do with them. Let them know that you're specializing in commercial loans and ask for their referrals. And since it's not a residential transaction, you can pay them a referral fee in most cases!
- 4. Real Estate Agents:** Set yourself apart with Real Estate sales professionals with your new product: Commercial Financing! Traditional bank financing requirements present limitations and challenges that most borrowers aren't able to overcome. This is the main deal-killer for most bank transactions. Real Estate agents don't earn a commission if these deals don't close. With our programs, you are their answer!
- 5. Title Agents:** Talk to your title agent about pulling a list of commercial property owners in a particular location. A good title agent will be able to sort data with specific fields and parameters in mind. Search by property type, financing specifics, current lender and more! Maybe their current note is coming due, they have an SBA loan, or they are currently financed with expensive private financing. Look for seller-financing from a past purchase. Contact these property owners via direct mail, or even a phone call.
- 6. Organizations/Publications:** Get involved with your local chamber of commerce or small business association. Put an ad in the newsletter or the local community weekly. Place an ad in the local mortgage press or your statewide mortgage association publication. Offer to present a class on "How to find financing for your commercial property" at the local Lyons Club or community center.
- 7. Neighborhood Marketing:** Take a drive in your area and deliver fliers to the local businesses. Find out if the manager of the business is the owner of the property or how you can contact their landlord. If they are the business owner, but are currently renting—ask them if they would be interested in buying the property.
- 8. Media:** Local print and radio ads. These tend to be expensive and less targeted—however, this medium may make sense. For instance, a typical radio ad can bring dozens of calls within 10 minutes of airing.
- 9. Partnerships:** Team up with a large commercial brokerage office that specializes in large commercial transactions, or with local hard money lenders. Offer to provide financing for the smaller requests that they receive. In return you can refer larger transactions to them and also offer to pay referral fees to them for their closed referrals.
- 10. Local Banks/ Conventional institutions:** Talk to your local commercial banker or commercial lending institution. Let them know that you can offer financing for the clients that they aren't able to approve or don't meet certain 'conventional' guideline minimums. Because of their client relationships, helping them and providing great service will be more important than any referral fee you could offer.