



Comprehensive Mortgage Curriculum

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Overview -- Licensing is Not Enough

The implementation of licensing standards through the National Mortgage Licensing System has focused the vast majority of the educational resources within the industry upon the twenty hours required for initial licensing, as well as the hours needed for continuing education. Yet this training does not in any way prepare loan officers to succeed. Most of the focus is upon compliance and legal aspects of the industry. This focus very important, but it will not help a loan officer bring business in the door and become an advisor to their clients. For that we need something more comprehensive.

Our Human Resources

It has been well documented that the sales and management sectors within the mortgage industry are aging. While there is a plethora of reasons that have caused this phenomenon, the bottom line is that we need to bring in new talent and we need to train our experienced loan officers and managers to attract, assess and mentor this talent. This industry is too important to be left to our previous random recruiting and integration systems.

Course Curriculum

The OriginationPro Mortgage School curriculum is divided into four courses, each with different objectives.

Segment One: Introduction and Terms The Word of Mortgages - Course One provides basic mortgage knowledge for someone coming into the industry and is appropriate for novice loan officers, assistants and operations personnel. The knowledge learning in this course will help someone going through license preparations, though licensing preparation is not an objective of the course.

Segment Two: Advanced Mortgage Knowledge - In Course Two, loan officers will work towards becoming an expert mortgage advisor with the knowledge that will enable them to give expert advice and deliver great service.

Segment Three: Business Success – Course Three provides comprehensive marketing and sales material – including generating referrals, converting leads, leveraging transactions and delivering value to referral sources.

Segment Four: Building and Leading a Mortgage Team – Course Four will provide a comprehensive treatment of mentorship...identifying characteristics of ideal candidates and where to find them. The course is also applicable to the mentorship of experienced loan officers as well.

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Certifications

Successful completion of courses one through three are required to achieve the Certified Mortgage Advisor Designation. Successful completion will include passing the test for each course and submitting completed homework assignments. Those with commensurate industry experience (minimum two years) can take the test for the World of Mortgages course and, if they achieve a passing grade, they will need to take only courses two and three to achieve CMA certification.

Successful completion of courses one through four are required to achieve the Certified Mortgage Mentor Designation. Successful completion will include passing the test for each course and submitting completed homework assignments. The first course cannot be skipped for this designation.

Target Groups

Each course is designed to benefit a different group within the industry:

- The Word of Mortgages – new loan officers, assistants and operations personnel. Also real estate agents who desire in-depth basic mortgage knowledge.
- Advanced Mortgage Knowledge – new and experienced loan officers and processors.
- Business Success – New and experienced loan officers
- Recruiting and Mentorship – sales managers, owners and mentors.

Objectives of the Curriculum

The goals of this curriculum are not to train competent loan officers, but to prepare our industry sales force and managers to become expert mortgage advisors and mentors.

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Curriculum Format

The courses are delivered online with narrated slide presentation. This will enable the student to move at their own pace which provides maximum flexibility. It is expected that the student could finish each course, including testing and homework, in two full days if they are dedicating an entire working day towards completion of the course.

Testing

There are quizzes throughout the material that reinforce the substance and the class culminates with a final exam. The courses provide automatic feedback on quizzes and the final grade is also delivered immediately. A passing grade is 75%.

Additional Assignments

The courses include several assignments which must be completed and submitted for grading in order to complete the course. These assignments are designed to reinforce the material, as well as being able to delve deeper into certain topics.

Text

Students will receive an e-book which contains all course material for each course. There is an option to purchase the print version of each course book as well.

Author

Industry expert Dave Hershman is the author of the material presented in this course. Dave is the leading author in the industry with seven books and hundreds of articles published, including two by the Mortgage Bankers Association of America. As a loan officer, Dave closed over 550 loans in his first 18 months in the industry, including closing 60 in his 12th month. During his career, he has hired, trained and taught tens of thousands of loan officers and managers. In other words, Dave's material comes from the perspective of someone who has executed the expert differentiation model of success.

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Course Evaluation

The students are encouraged to give feedback regarding the course material, delivery and structure at the end of the course.

Curriculum Outline

Course One - World of Mortgages

- Introduction and Terms
- Types of Mortgages
- Sources of Mortgages
- Mortgage Qualification Ratios, Residuals and Credit Scores
- Taking a Loan Application

Course Three - Business Building Success

- Goal Planning and Long-Term Goals
- What Will It Take to Succeed?
- Improving Our Sales Skills
- The Laws of Marketing
- Micro-Spheres and Macro-Spheres
- Targeting Realtors®
- The Consumer
- The Tools
- The Success Plan

Course Two - Advanced Mortgage Knowledge

- The Economic Reasons to Own a Home
- Understanding Rates and the Secondary Markets
- Comparing Mortgages
- Refinancing a Mortgage
- Delivering Great Customer Service
- Qualification-Beyond Ratios and Residuals

Course Four - Building and Leading a Mortgage Team - - LRAM

- **L**eadership Skills
- **R**ecruiting Members of the Team
- **A**ssessment of Candidates
- **M**entoring Loan Officers
- Onboarding
- Training and Coaching