

■ Client Case Study ■

THE MORTGAGE BROKER LIMITED

In 2004 the business was called Richmond House Mortgages & Loans and was a typical small broker providing mortgages and insurance to local clients via word of mouth marketing. By early 2008, the company had grown to sell as many as 225 mortgages per month under a new name, The Mortgage Broker Limited.

Fast Growth Business

When starting his Gold level business coaching programme, the first step for Managing Director Darren Pescod was to put in place a vision for the long term of the business – to write £1 Billion of mortgage business, to offer the best customer service and to become a major player in the UK mortgage world.



This vision laid down the tracks for rapid growth, where sales leapt from an average of 30 mortgages per month to a peak of 225 per month before the credit crunch hit.

The Right People On The Bus

Thanks to the effectiveness of their Internet marketing work, sales leads came very easily and as the team grew, sales management came into focus. Here are some of the strategies that have helped to keep The Mortgage Broker Ltd consistently at the top of the Home of Choice mortgage network, an umbrella organisation with over 200 brokers.

- Published individual sales targets with minimum performance levels
- Sales training to drive solution selling, rather than product pushing
- Psychometric profiling to recruit only high performers to the sales team
- Scripted sales process, including emails and phone calls
- Relentless and thorough follow-up process for all sales leads
- Multiple award winning customer service processes
- Sales coaching to improve individual performances

In Darren's Own Words

“When I first met Lee we were writing 30 mortgages a month, including my own sales. With his help and guidance we are now writing in excess of 150 mortgages per month even in this so called 'credit crunch'. I am also now free to focus on our growth and management, as the structure of the business has been shaped so that I am no longer advising.” Darren Pescod

The Double Your Business Coach

www.LeeDuncan.com