

Surefire Case Study

Presidential Bank Mortgage

Presidential Bank Mortgage supercharges 30 years of customer contacts with SurefireCRM, crediting 97% LO adoption to ease of administrative controls

Company Profile

HEADQUARTERS:

Bethesda, MD

FOUNDED:

1987

WEBSITE:

presidentialbankmortgage.com

An operating division of Presidential Bank, Presidential Bank Mortgage is a full-service, residential mortgage lender serving local mid-Atlantic communities with service it describes as “second to none.”

Presidential Bank Mortgage (Presidential) is an operating division of Presidential Bank, a privately held, federally chartered savings bank with over \$500 million in assets. Presidential is a full-service, residential mortgage lender providing loans across the United States and serving local communities with branches conveniently located throughout Virginia, Maryland and Pennsylvania.

Having doubled in size since 2010, Presidential credits its year-over-year growth to a combination of affordably priced mortgage programs and experienced, local service that it describes as “second to none.”

Client Contacts I.S.O. a Forever Home

When Brittany Pareti joined Presidential as director of marketing in 2017, the depository lender owned more than 30 years of long-standing client and community relationships. What was once a modest contact database had grown exponentially as the bank expanded, and it was naturally becoming harder for loan officers (LOs) to give each valued relationship the attention and personalized service it deserved.

As an experienced bank marketing professional, Pareti knew CRM and marketing automation tools could supercharge the results of an already successful sales force.

“Most of our loan originators have been with us for several decades, so their contact databases are massive,” said Pareti. “I saw a CRM and marketing automation platform as the missing element that would make it possible for our LOs to nourish each and every relationship appropriately.”

Engaging the Workforce with the Ease of Automation

Understanding that Presidential’s valuable, tenured employees may be timid about engaging in a new technology, Pareti knew LO adoption would be her main focus. Luckily, SurefireCRM’s flexible platform was equipped with the features she needed to bring excitement around to the benefits of technology-enabled mortgage marketing.



We got LOs on board by showing them how the very human process of helping borrowers get into their dream home can be greatly enhanced with technology.

To avoid overwhelming Presidential LOs with the roll out of SurefireCRM, Pareti eased them into the technology over an extended trial period before implementing LO cost-sharing. This gave Pareti and her team time to work one-on-one with LOs to develop practices that would help them derive the greatest value from SurefireCRM.

Early on, Pareti learned that the easier she made it for veteran LOs to trigger marketing campaigns, the more enthusiastically they used them. So she centralized marketing administration under her team.

“I created a simple form that enables LOs to check the campaigns they want to use and who they want to send them to,” said Pareti. “My team set up campaigns on LOs’ behalf, and SurefireCRM pushes them out according to rules or an automated deployment schedule.”

Pareti uses this same form system to launch Single Property Sites and other “set it and forget it” campaigns such as birthday and loan anniversary eCards. According to Pareti, “the more we can assist the LO’s in automation, the better.”

Turnkey Creative Content

“At the same time we were shopping for a combined CRM and marketing automation platform, we were also looking for a good source of turnkey marketing materials, and specifically a flyer database,” said Pareti. “The rich availability of customizable digital campaigns and dynamic video content as part of the package is what really distinguished Top of Mind from its competitors.”

“I’ve been extremely pleased with the timeliness of SurefireCRM’s content, especially during these unprecedented times,” continued Pareti. “Between the pandemic, daily market swings and mortgage rate fluctuations, Top of Mind has been really great about producing fresh content relevant to that day’s circumstances.”

One of Pareti’s favorite pieces is SurefireCRM’s interactive “Markets in a Minute” landing page, which provides a snapshot view of the weekly market trends relevant to home purchase and refinance decisions. With a click of the “refer a client” button, real estate agents can refer their customers to the mortgage lender who sent them the weekly “Markets in a Minute” update. Similarly, prospective borrowers can “request a consultation” to inquire directly with the LO on any questions they may have.

Clients for Life with Opportunity Alerts

A favorite SurefireCRM feature among Presidential’s LOs is Opportunity Alerts, a tool that flags contacts who could benefit from a refinance or who have listed a home for sale.

“Our LOs have had tremendous success with the ‘just listed’ feature of Opportunity Alerts,” said Pareti. “SurefireCRM alerts LOs to clients who have put their homes on the market, creating an opportunity for us to reach out and recapture that business.”

“Because of Opportunity Alerts, we’ve learned a common reason clients don’t contact us to finance their next purchase is because they don’t realize we can help them move out of state. Our organization is licensed to lend in all 50 states,” she added.

Stellar Results

Thanks to Top of Mind’s “set it and forget it” features, Presidential has achieved stellar SurefireCRM adoption among its sales force. Pareti reports that 97% of Presidential’s 79 LOs actively use SurefireCRM. In the most recent month, Presidential sent out 118,000 deployments companywide. And in the last year, 67% of Presidential LOs have created Single Property Sites, resulting in a total of 675 property sites and flyers generated.