LOAN ORIGINATOR INSIGHTS

5 proven habits for building referral partnerships



What are the most reliable ways you can expand your referral network and bolster borrower leads?

1,000 loan originators weighed in and these 5 tactics rose to the top!





listed 2 or more top referral sources





say service and availability provide the most value





choose Facebook as a top social media marketing platform





attend networking and community events





stay in touch with their best referral partners at least once a week

Adapted from the 2025 Loan Originators Survey Report by MGIC and Loan Officer Hub.

Dig deeper into the strategies that help you create meaningful business relationships: mortgageconnects.com