

REPUTATION MATTERS: HOW TO BUILD TRUST BOTH OFFLINE AND ONLINE



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YOUR PRESENTER

Kelly South

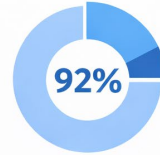
Director of Wholesale Content and Communications

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Marketing Director with 20+ years of experience in financial services, mortgage, and B2B/B2C marketing, including 10 years in the reverse mortgage industry.

YOUR REPUTATION IS YOUR #1 ASSET

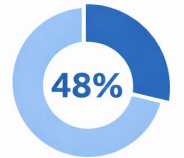
- Consumers trust people not ads
- 92% of recent borrowers conducted online research before contacting a lender. - Ellie Mae
 - A sharp increase from 57% from 5 to 10 years prior. - Ellie Mae
- 48% researched where to find a trusted lender. - Ellie Mae
- Business partners vet you digitally before meeting you



A study by Ellie Mae found that **92%** of recent borrowers conducted online research before contacting a lender.



A sharp increase from **57%** of borrowers who did similar research five to 10 years prior.

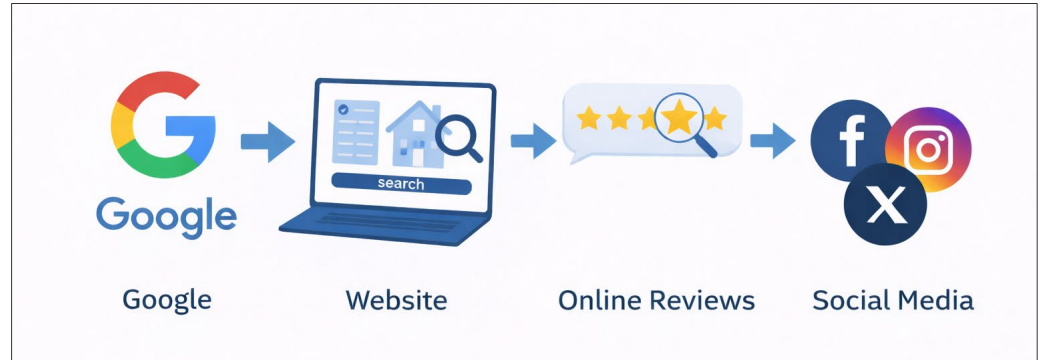


48% researched where to find a trusted lender.

**Your reputation is either working for you
— or against you.**

TODAY'S BORROWER JOURNEY

- Google search – New AI
- Overview
 - Website
 - Online reviews
 - Social media scan



What shows up when someone searches for you? Google yourself from a borrower's perspective

SECTION 1: ONLINE REPUTATION

YOUR DIGITAL FIRST IMPRESSION

- Google Business profile
- Reviews (Google, Trust Pilot, Zillow, Yelp, etc.)
- Better Business Bureau (BBB) – Accreditation vs. Reviews
- NMLS Lookup
- Website bio & headshot
- LinkedIn presence
- Free to create/claim, cost to manage varies
- Social proof (posts, engagement, testimonials)
- Facebook Reviews and LinkedIn Recommendations – Refer to our other sessions



GOOGLE BUSINESS PROFILE

- Verify and claim
- Steps to Claim and Verify
 - Find Your Business: Go to Google Search or Maps and type in your business name. If it appears, click "Claim this business".
 - Sign In: Sign in with your Google account (business email is recommended).
 - Choose Verification Method: Google will offer verification options based on your business type
- Key Tips
 - Fixing Duplicates: If a listing is already claimed by someone else, you can click "Request Access" to take over ownership.
 - Accuracy Matters: Ensure your business name, address, and category are accurate, as incorrect info can hinder verification.
 - Add or claim your Business Profile Instructions:
<https://support.google.com/business>

GOOGLE BUSINESS PROFILE OPTIMIZATION

- Complete profile (photo, bio, services)
- Updated contact info and hours
- Posts, Offers, Events
- Local keywords
- Manage Reviews – Respond to all!

Tip: Fresh reviews signal relevance and activity. Responses show you care and are invested.

10 Tips to Optimize Your Google Business Profile

- | | | |
|---|---|--|
| Fill Out Every Section of Your Profile |  | Add High-Quality Photos |
| Write Your "From the Business" Description |  | Ask Customers to Leave Reviews |
| Choose the Right Category for Your Business |  | Answer Customer Questions in Q&A |
| List All Your Products and Services |  | Use Your Google business profile in your social media strategy |
| Show Your Important Attributes |  | Enable Messaging on Your Google business profile |

REVIEW = MODERN REFERRAL RESUME

- Why reviews matter more than ever
- Quantity + recency matter
- Automating the ask – email/text with permissions
 - “Congratulations again! If you felt supported during this process, would you mind taking 2 minutes to leave a quick review? It really helps future borrowers feel confident working with me.”
 - “My business is built on referrals and trust. If you feel I earned it, I’d truly appreciate you sharing a short review about your experience. It helps others know what to expect.”
 - “Hi [Name]! So happy we got this to the finish line. If you have a moment, here’s the link to leave a quick review. It means a lot and helps future homeowners feel confident reaching out.”


LEVERAGING TESTIMONIALS STRATEGICALLY

- Turn reviews into social posts
- Include in email signatures
- Add to your website
- Use in partner presentations and at consumer events

Trust multiplies when testimonials are visible.


TESTIMONIALS

Subscribe Easy Tutorials YouTube channel to watch more videos.




“ Like this vide and ask your questions in comment section, don't forget to Subscribe Easy Tutorials YouTube channel to watch more videos of website designing, digital marketing and photoshop. ”

Avinash Kr Co-Founder at xyz



“ Like this vide and ask your questions in comment section, don't forget to Subscribe Easy Tutorials YouTube channel to watch more videos of website designing, digital marketing and photoshop. ”

Bharat Kunal Manager at xyz



“ Like this vide and ask your questions in comment section, don't forget to Subscribe Easy Tutorials YouTube channel to watch more videos of website designing, digital marketing and photoshop. ”

Prabhakar D Founder / CEO at xyz



SOCIAL MEDIA = TRUST AT SCALE

- Educational > promotional
- Position yourself
 - **Shift from:** “I offer great rates.”
To: “I help borrowers navigate options that align with their goals and avoid costly mistakes.”
- Consistency builds familiarity, but quality over quantity always
- Video builds authority and credibility
- Comment engagement builds approachability
- Basic Content Pillars:
 - Education
 - Market insights
 - Borrower stories
 - Community involvement

LINKEDIN FOR BUSINESS PARTNER TRUST

- Professional positioning
- Engaging with real-estate agents and financial professionals
- Posting industry insights
- Showcasing expertise
- Webinar: July 15th

Your LinkedIn profile should read like a trusted advisor, not a salesperson



SECTION 2: OFFLINE REPUTATION

YOUR IN-PERSON BRAND

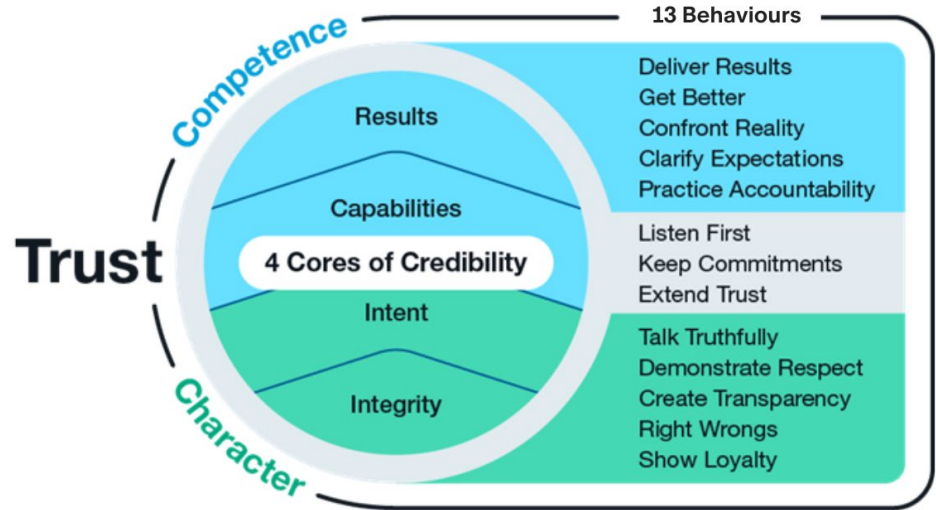
- Events / Seminars – Refer to March 4 LGT Webinar for details
- Networking groups
- Realtor meetings
- Community involvement

Trust accelerates face-to-face.

YOUR REPUTATION

- Clear communication
- Proactive updates
- Problem-solving mindset
- Delivering on time

Consistency and communication build trust





THE 24-HOUR RULE

- Respond quickly, follow up fast
 - Even a simple acknowledgement can make a big impact
- Address concerns directly
- Over-communicate during stress points
- Responsiveness = professionalism
- **Common Reputation Killers**
 - Inconsistent communication
 - Outdated profiles
 - No reviews
 - Overly sales-focused social media
 - Disappearing after closing

SECTION 3: ALIGNING ONLINE + OFFLINE

REPUTATION RESET PLAN

1



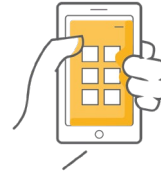
**Audit, Create
and Optimize
profiles**

2



**Request 5-10
Reviews and
Recommendations**

3



**Get Active on
Social Media**

Speaker's note: Review/Watch our Meta (Facebook) and LinkedIn sessions for deeper dive on optimizing your profile and sharing.

4



**Commit to
Consistency**

Small actions. Big credibility shift.



KEY TAKEAWAYS

- Trust is your real currency
- Visibility builds credibility
- Education builds authority
- Consistency builds momentum

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