



ATLANTIC UNION BANK

CASE STUDY

The
Ultimate
Business
Partners.

ATLANTIC UNION BANK'S PROBLEM

Atlantic Union Bank is a \$26 billion dollar Federally Charted, publicly traded bank with a mortgage division. They have a large presence on the east coast with 126 branches covering Virginia, Maryland, and North Carolina. Several things needed attention within the mortgage division of AUB, and UBP engaged with the Mortgage Banking President, Director of Operations, and Vice President of Sales to make a plan that would deliver sales training, metrics, and accountability. UBP was added on to support the efforts of the 8 Sales Managers and 41 Loan Officers.

The main thing missing from AUB was a sales culture. For a long time, the AUB Loan Officers enjoyed consistent referrals from local branches and when the market changed, the leads literally stopped. Adding to the pain of lack of leads, the Loan Officers were not aware of the unique value propositions of the bank, so they had a hard time self-generating referrals.



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OUR SOLUTION AND RESULTS

UBP established bi-monthly meetings with the Sales Managers to practice scripts, establish goals, and monitor metrics. UBP also established a weekly sales training webinar where all Loan Officers and Sales Managers could learn, share wins, ask questions, and get homework. Finally, UBP set up mini-coaching groups with teams of 2-3 Loan Officers and provides bi-weekly coaching using the Accounts Pyramid TM, Loan Officer Roadmap to Success TM, and the Perfect Week Tracker TM.

In just 90 days, 17 Loan Officers **(OVER 40%)** had leads from new referral partners and within the first 6 months, 36 OF THE 41 **(88%)** loan officers had leads from new referral partners. This means the AUB Loan Officers are taking market share from their competitors and they are starting to replace the leads they got from branches with their own self-generated leads. Another highlight is that 26 **(63%)** of the Loan Officers established referral relationships with non-Realtors in addition to Realtors, thereby interest-rate proofing their business even more.

As a bonus, UBP helped execute a recruiting campaign in Q3 of 2022 and as of November, 2022, AUB added two loan officers as a result.

Imagine what your company revenue would look like if **40%** of your Loan Officers for leads from new referral sources in just 90 days.

SUMMARY

PRE-ULTIMATE BUSINESS PARTNERS

NO REAL SALES TRAINING FOR SELF GENERATED
REFERRALS



SALES CULTURE WAS NOT ALIVE, LOAN OFFICERS DID NOT
KNOW HOW TO DIFFERENTIATE AS THEY APPROACHED
REALTORS AND NON-REALTOR SOURCES FOR BUSINESS.



DESIRE TO ADD MORE LOAN OFFICERS BUT THE RECRUITING
PLAN WAS NOT REALLY PRODUCING RESULTS.



WITH THE ULTIMATE BUSINESS PARTNERS

40% OF LOAN OFFICERS GOT LEADS FROM NEW REFERRAL
PARTNERS IN 90 DAYS
88% OF LOAN OFFICERS GOT LEADS FROM NEW REFERRAL
PARTNERS IN 6 MONTHS
63% OF LOAN OFFICERS ESTABLISHED REFERRAL RELATIONSHIPS
WITH NO-REALTOR PARTNERS



STRUCTURED, SCHEDULED, SALES TRAINING THAT REVIEWS:

- SCRIPTS
- OBJECTION HANDLERS
- METRICS
- GOALS
- TIME MANAGEMENT



THE ENTIRE TEAM IMPLEMENTED THE FOLLOWING UBP
INTELLECTUAL PROPERTY:

- THE PERFECT WEEK SCORECARD
- ACCOUNTS PYRAMID CLEANSE
- ACCOUNTS PYRAMID
- SMARTSTART
- UBP SCRIPT BOOK AND GOT FAST RESULTS.



LOAN OFFICERS NOW HAVE A MONTHLY OR BI-WEEKLY COACHING
CALL THAT COVERS THEIR SPECIFIC GOALS AND TRACKS
IMPORTANT METRICS TO ENSURE THEY CONTINUE TO TAKE MARKET
SHARE.

