

A MESSAGE FROM OUR CHAIRMAN



In the coming years, our business will experience a significant shift as aging Loan Officers begin to retire, while younger generations become first-time homebuyers.

As a result, APMC has created the LaunchPad program to “launch” the next generation of mortgage sales professional into the industry by:

1. Deploying an **innovative** way to identify and recruit top prospects, experienced sales professionals, current “non-producing” mortgage professionals and recent college graduates with aptitude for financial and marketing skills.
2. Launching an **economically-viable**, accelerated program to groom new prospects into responsible Loan Officers in a fraction of the time.
3. Achieving an **industry-leading** rate of graduation and maximizing retention by leveraging APMC technology and integration into the “APM Way” of loan origination.

Ultimately, we believe the key to our success will be consistency and a commitment to achieving long-term results.

We welcome fellow APMC Leaders to join us in this vital initiative to grow our work force and better serve future homebuyers.

Kurt Reisig, APMC Chairman

CONTACT US



Kate Huerta

Human Resources Supervisor

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? Contact Kate for: Cost, branch enrollment qualifications



Dan Santich

Recruiting & Staffing Coordinator

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Halee Daily

LaunchPad Lead Trainer, Sr. Loan Officer & Origination Performance Advocate

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? Contact Halee: After enrolled in the program



ESTABLISHED. STRATEGIC. STRONG.



www.apmortgage.com/launchpad



NMLS#1850

Launching the next generation of mortgage sales professionals

Learn how your branch can turn qualified, new-to-the industry individuals into mortgage rockstars in a fraction of the time.



TRAINING PROGRAM

LaunchPad's unique 12-week training program is designed to fit into a new Loan Officer's day and launch a successful career in a fraction of the time.

PRE-TRAINING



PRE-LICENSING

- ▶ Candidates must be licensed before beginning LaunchPad training
- ▶ We will provide recommended courses and best practices to help candidates pass their NMLS exam

LAUNCHPAD TRAINING PROGRAM



MORTGAGE FUNDAMENTALS (3 WEEKS)

- ▶ Online, self-paced
- ▶ Loan program guidelines (in-depth)
- ▶ Mortgage math
- ▶ Completing an application
- ▶ Loan flow from pre-qual to closing



THE APM WAY I (1 WEEK)

- ▶ Live training at APM Home Office (CA)
- ▶ Collect, qualify and communicate: application fundamentals, LOS training, best practices and technology
- ▶ Experience the APM culture in action



THE APM WAY II (8 WEEKS)

- ▶ Live, web-based training (3-4 x/week)
- ▶ Guided preparedness for quality origination
- ▶ Mentor support and branch-specific workflow

BEYOND



SUCCESS COACHING

- ▶ Disciplined sales coaching to support short and long-term goals

GETTING STARTED

STEP 1: QUALIFY

First, we identify if LaunchPad is a good match for both you and APM. Although each branch is unique, there are two main ingredients: branch financial health and the availability of a dedicated branch mentor. Contact **Kate Huerta** to learn more.

STEP 2: IDENTIFY CANDIDATE

Whether you already have a potential candidate in mind, or need assistance to recruit a great candidate, we're here to help! **Dan Santich** will take each candidate through the screening and qualification process.

STEP 3: EDUCATE & ENGAGE

Once a candidate is identified and licensed, a mentor must be selected. The mentor can be the Branch Manager, or another teammate from the branch who is committed and enthusiastic about mentoring new Loan Officers. The mentor will be hands-on and providing daily assistance throughout the process. **Halee Daily** will guide you and your newly licensed candidate to success through a 12-week training program while maintaining communication with everyone throughout.

HOW MUCH DOES IT COST?

Probably less than you think; there is no upfront cost to your branch! The program ranges from \$1,500-\$2,000, which is repaid via a flat fee from branch revenue on each of the Loan Officer's first 3-4 closed transactions. During the training program, the branch pays a non-recoverable draw to the Loan Officer (3 months minimum) and covers the cost of travel to the Home Office for a week of live training. Contact **Kate Huerta** to learn more.

DID YOU KNOW?



LaunchPad grads have generated **\$20 million** in loan production in the first year.



To date, LaunchPad boasts a retention rate of **more than 90%**!



On average, the first funding occurs within **60-90 days** of sponsorship.

TESTIMONIALS



"LaunchPad gave me **access to bright, qualified individuals** that I would not normally have crossed paths with in my standard recruiting practices."

Dave Setti

Branch Manager
O2 Mortgage, Campbell, CA



"LaunchPad provides a **great opportunity and quick start** for entry-level Loan Officers to become a productive part of the team."

Kelly Allen

Sales Manager, Sr. Loan Officer & Mentor
Diversified Capital Funding, Alamo, CA



"Beginning my career in LaunchPad is **the best thing I could have done for myself and my family**. The weekly calls and assignments, mixed with the daily conversations and guidance from my mentor, have me feeling like a mortgage veteran, despite being in the business for less than six months."

Ryan Woods

LaunchPad Graduate
American Pacific Mortgage, Denver, CO