

uFire.

REAL ESTATE ADJACENT

First-Time Buyers Ask Friends Who to Call. Be That Answer.

46% of loan officers say referrals and word-of-mouth are their #1 source of new business. uFire builds a community of ambassadors who recommend you to every first-time buyer in their network — before they even start shopping rates.

THE PROBLEM

Why Mortgage Broker / Loan Officer Businesses Struggle to Grow

Rate Platforms Commoditize Your Business

Zillow and LendingTree turn mortgages into a rate-shopping exercise. You're compared to 5 other lenders before you get on the phone. Trust — your real differentiator — can't be shown in a rate table.

Young Buyers Ask Friends, Not Google

First-time homebuyers are overwhelmed. They don't know who to trust. So they ask the recently-married friend who just went through it — and use whoever they used.

Your Referral Network Isn't Growing Fast Enough

Agent relationships are your lifeblood, but they take years to build. Meanwhile, first-time buyers are going to lenders recommended by friends who closed last year.

THE SOLUTION

How **uFire** Works for Mortgage Broker / Loan Officer

1

Recruit Recent Homebuyers as Ambassadors

We enroll clients who recently closed with you and young homeowners in your market. They share the homebuying journey, financial education content, and your name — to friends who are next in line.

2

Launch First-Time Buyer Content Campaigns

'I finally closed!' posts, 'what I learned about mortgage rates' education, and 'this is what the process actually looks like' demystification content to 500–10,000 local followers.

3

Pay Per Post, Build a Referral Machine

Flat per-post pricing. When a friend gets engaged and wants to buy a house, your ambassador's follower already knows and trusts your name.

THE NUMBERS

The Math Behind the Campaign

\$3,500

Average loan officer
commission per closed
loan

46%

Of loan officers cite
referral as their #1 growth
channel

3x

Higher close rate from
referral vs. purchased
internet lead

An ambassador campaign costs \$600–\$1,500. If it generates 3 closed loans at \$3,500 commission each, that's \$10,500 — a 7–17x return. And referred clients refer more clients.

Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for Mortgage Broker / Loan Officer — powered
by uFire.

ufire.ai/brands/mortgage-broker

80% to ambassadors · 250–10K followers · Pay per post · Cancel anytime