

## BRN Group #3 Bio Sheet



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### **Overview of Products/Services**

- Residential Mortgage Lending
  - New purchases and refinances of residential property
  - Primary residence, second home and investment property
  - Conventional, FHA, VA, RH type loans

### **What makes you different from your competition?**

- Strong commitment to customer service
- Local decision making for underwriting and local servicing of the loans
- More than a decade of mortgage industry experience
- Been with Fifth Third Bank for 22.5 years
- Facilitates "First Time Homebuyer Classes at Brighton Ctr and Catholic Charities of Northern KY

### **Ask for Business: "A good referral/lead for me is..."**

- Anyone in the market to purchase a new home
- Anyone that needs to refinance their current home for numerous different reasons
- Anyone looking to purchase an investment property

### **A qualifying question to pose to prospect?**

- Are you considering moving?
- Have you heard that the interest rates on residential mortgage loans are still very low?
- Did you know that Fifth Third Bank has the # 1 market share in mortgage lending and has a great local team?

### **Memory Hook and then Conclude with Name and Company.**

"We have a mortgage for that." Fifth Third Bank, Residential Mortgage Lending

- Andrea Menzer, Fifth Third Bank, Residential Mortgage Lending (859) 283-8510