Increased Accountability Leads To Exponential Increase in Recruiting

Successful branch managers understand that recruiting the right loan officers to join their team is critical if you're going to increase your book of business.

A Reluctant User Changes His Tune

David Krushinsky, who manages Skyline's Peoria branch, admits that he didn't want to use Model Match when Skyline provided all their branches with access to the platform. He already had all his contacts organized within Salesforce, so the idea of moving to another platform held little appeal. But when his leadership team confirmed that he "was pretty much the only person that didn't want it" he decided to give Model Match a go.

David explained that although his contact database was well organized and labeled, he "wasn't consistently doing the type of recruiting activity" that he knew he needed to do. Moving his data from Salesforce to Model Match was "super easy," and Model Match's built-in recruiting specific accountability ultimately turned him into a fan.

> "Model Match actually emails you a weekly report of your activity, letting you know how effective you were, basically providing you with a real time data report that lets you look at yourself in the mirror and decide whether or not you had a good week. It also provides that report to our leadership team. No other CRM that is doing that."

David
Krushinsky
Skyline Branch Manager
Peoria, Arizona

Skyline Home Loans

Skyline is a full-service direct lender with over 30 branches located nationwide.

To schedule a personalized demo of Model Match, contact us at (949) 344-2780.

An Exponential Increase In Recruitment Success

Although David was impressed at having easy access to a detailed breakdown of his recruiting activity, he applauded how Model Match's algorithms made it much easier for him to decide if a potential prospect would be a good fit for Skyline.

After the system prompted him to enter a variety of information about a prospective loan officer's product information, current volume, "breaking down the units, the purchase and refinance, the conventional and government loans, all that stuff," as well as "how many loans they think they are going to fund in the next 12 months," it began to ask a series of questions.

"The system just asks you simple questions such as is this person aligned with the company vision? Are they not? You go through and answer those questions about each particular individual and it gives a percentage of whether or not they are likely to be successful in the organization. And so by doing that you can quickly determine if they were to come over to Skyline would they be successful."

David explained that by **diligently using the Model Match software, he has multiplied his interaction with loan officers by 4 to 5 times**. What's more, **his branch just finished recruiting 5 new loan officers**.

"Before Model Match I would call 2 or 3 loan officers a month and meet with one of those people. After Model Match, I'm calling probably 40 people a month and meeting with 7 to 8 loan officers per month."