

Sales Superstar > Paula Nirschl

Vancouver, Washington

There were many challenges facing Paula Nirschl when she became a new loan officer at the height of the refi boom. First, she had no clients to refinance. Second, being new to the business, she had little to offer realtors from whom she hoped to get leads, especially from a service perspective. Neither discouraged Paula, especially when she recognized that the company's Corporate Benefits Program (see next article) could solve both problems.

How long have you been with RBC Mortgage?

Since October 2002.

What's the secret to your success?

The Corporate Benefits Program has really built my business. Every company I pitched loved the idea of providing added benefits at no cost. Now I'm building relationships directly with potential buyers through frequent visits, monthly marketing materials and new homebuyer seminars. I have purchase business and leads to share with realtors, who send me other leads in return, as a result of my superior service level.

The program has also helped grow my client network by offering realtors and other professionals the opportunity to provide content for my clients' Corporate Benefits websites. This strengthens relationships and generates more leads.

What do you find most rewarding about your job?

Helping people is really satisfying. I coached college basketball for 10 years before becoming a loan officer, and there are a lot of similarities between the two. Getting a loan and training can both be stressful. Education makes all the difference. And closing is often as exciting as game day.

What do you do to relax away from the demands of the job?

I counteract all those hours spent sitting at my desk and in meetings by being as active as possible. I work out at the gym, water ski, hike and work in the yard. I'm even starting to train for a mini-triathlon.

Do you have a question for Paula? You can reach her at Paula.Nirschl@rbc.com.

Selling Corporate Benefits

Interested in the RBC Mortgage Corporate Benefits Program? A full array of background and marketing materials are available to help you sell to and successfully service corporate clients, including:

- A strategic marketing plan.
- Introductory letters and a follow up timeline.
- Presentations for decision-makers.
- New homebuyer seminar and supporting materials.
- Employee e-mails, flyers and payroll stuffers to keep you "top of mind."

Look on the www.rbcmortgage.net under the Marketing > Corporate Benefits section.