

# Registration of Prospective EAP Representatives

When recruiting representatives for your network, register your prospects with USMR at your earliest opportunity. This will ensure that the names you submit will be 'registered' or 'protected' under your ID # in the USMR computer system. When these individuals sign up, they will be designated to your network. The required registration procedures are:

1. Submit a computer generated or typed list, under your name and USMR ID #. For your protection and to help avoid errors, we cannot accept hand written lists or registrations by phone. **In block style** (as shown below), include your prospects'

- **COMPLETE NAME**
- **COMPLETE ADDRESS**
- **CITY / STATE / ZIP**
- **PHONE NUMBER**  
(Please include area code)

Send by mail or fax to the USMR address / fax number shown below. **Be sure to clearly specify on the list and on the envelope the Option you are requesting.**

2. All prospects must be contacted by you **prior** to registration. **Only qualified individuals who have shown an interest or wanted more information can be registered.**

3. Only individuals can be registered. Company names may be listed in the address as a "c/o", but company names alone cannot be registered.

4. Registered names can be protected under your ID# only for six months, and cannot be registered again by you. Names protected within the past six months under another rep's ID # cannot be registered to you and will not appear on your printouts. Printouts are generated after the 1st and 3rd Fridays of each month, and only for USMR representatives with current activity. This will allow you to verify your registered prospects, and follow up with them. No printout will be generated if your USMR ID# had no new prospects and no new reps since your last printout, or if your contract(s) and IRS Form W-9 are not on file.

5. You may register a **maximum of 30 names per week** under any combination of the listed three registration Options.

6. USMR will be actively recruiting your prospects to join as RMs and/or CMPCs. You will earn overrides on all bank/trust EAP sales made by your RMs, but remember, you will only earn overrides on CMP sales if you are also eligible to sell the Client Managed Program.

## OPTION #1

### *Register Prospective Rep. - USMR Sends Information Package*

Prospective reps will be registered under your USMR ID#, and USMR will send an initial information package. When prospects call, USMR will gladly answer any questions and work to recruit them for you. Only the registered prospect can request a follow-up mailing. Since USMR is involved in the recruiting process, Option 1 does not include any recruiting expense reimbursement.

*Mail or fax typed lists to address below:      **Attn: Option #1***

## OPTION #2

### *Register Prospective Rep. - You Send Information Package*

Prospective reps will be registered under your USMR ID#. USMR will not send an information package, information is sent or given by you. When prospects call, USMR will gladly answer questions and work to recruit them for you. Since USMR is involved in the recruiting process, Option 2 does not include any recruiting expense reimbursement.

*Mail or fax typed lists to address below:      **Attn: Option #2***

## OPTION #3

### *Protect A Prospect Under Your USMR ID#*

Your prospects will be registered and "protected" under your USMR ID#. USMR will not send any information and will not discuss our company or programs with them. We will only refer them to you for details and information. Since USMR is not involved in the recruiting process, Option 3 provides you \$50 toward your recruiting expenses when a Regional Manager (RM) enrolls in your downline provided you call USMR to sign him/her up.

*Mail or fax typed lists to address below:      **Attn: Option #3***

#### Disclaimer:

USMR will register prospects in good faith, but does not guarantee that registrations will be accurate, or that there will not be attempts to recruit registered prospects. USMR will not knowingly attempt to solicit prospects protected under option #3. USMR disclaims all liability for the registration process, and shall not be responsible for unintentional or inadvertent errors.

**Before you advertise, be sure to call your USMR Support Representative at 520-918-0030 regarding advertising restrictions for various states.**

**U.S. Mortgage Reduction, Inc., 1282 NE Business Park Place, Jensen Beach, FL 34957-5319**

**Fax: 772-225-3136**

# RECRUITING TIPS

Before you bombard the world with news about USMR's EAP, take a minute to plan your approach. Like most things in business, planning makes for more effective decision-making. Before you start to recruit, consider the following:

## NO BUDGET?

If you use free advertising, you should have lower expectations than you would have if you were paying. Here are a few no-cost methods of advertising:

- If you have a store-front or office that people pass by, you can post a help-wanted sign in your window. Be warned that you may get people coming in all day, and at times when you're busy - be ready to deal with them.
- Call friends and business associates. They may know some people interested in making extra money.
- Send a letter or call the local Real Estate Board, Education Association, Association of Mortgage Brokers, etc., and ask the chapter president to share the information with members, or to let you make a presentation at their next meeting.
- Some smaller newsletters and community newspapers will let you advertise for free or at low rates.
- Take advantage of bulletin boards wherever you find them: libraries, grocery stores, community centers, local schools and universities, condominium complexes, and the Internet. Be sure that you get permission to post, if it's required.

## SMALL BUDGET?

If you have a budget big enough to handle only one ad, in most cases your best bet will be the classified ad section of the Sunday newspaper. Be sure to make your ad stand out by boxing it in, adding a graphic, or **bolding selected words**. Despite the discussion that the best opportunities are never advertised, many people place ads in the newspaper and most opportunity seekers read them. Not only that, but the trend seems to be that some newspapers are putting their classifieds up on the Internet, so you may get more exposure than you bargained for. You may consider doing some on-line advertising, too.

## BIGGER BUDGET?

**If you've allowed for a bigger budget, chances are that you're placing a high level of importance on recruiting. If you have the time and money, consider a bold boxed display ad in a newspaper or trade journal (to attract people with specific skills or industry experience).**

***Other alternatives to consider if you want to reach a huge audience and spend more are television and radio.***

## PERSONAL RECRUITING

Personal recruiting is another way to target people who may be interested in USMR's business opportunities. Personal recruiting is just that — personally looking for, meeting with, or contacting people whom you would like to recruit.

**Referrals from people you know.** Everybody knows someone who needs extra income. Referrals can come from colleagues, employees, and friends. You can also call people you know and ask them if they are aware of anyone who needs to supplement their income. Recruiting referrals from friends or acquaintances has several benefits. Referrals can bring in quality recruits and can create a pleasant environment where representatives support one another and work harder.

***Tip: If personal recruiting is something you want to try, a common way to get involved in personal recruiting efforts is at local job fairs. Watch the Sunday classified ads for announcements about upcoming local job fairs.***

**Recruiting at schools.** One advantage to school recruiting is that you can often get an "ad" placed on a school bulletin board for free. College students are often very interested in starting their own business that they can run part time. Also, high schools and colleges are great places to find teachers who want to work for the summer or supplement their income year-round. Ask the school's office/guidance office for permission to post announcements on the school's student and teacher bulletin boards. The best time to post jobs on such bulletin boards is in the spring, toward the end of the traditional school year. That's when most students (and teachers) become available due to summer vacation or graduation.

**Career services.** Most large colleges and universities have a placement office or career counseling function that interacts with employers to place graduates. You might consider contacting that office at a local university and checking into when you might be able to recruit students. Often the office will put up a posting of your opportunity and even set up an interview schedule for you.

## MEASURE YOUR SUCCESS

When using USMR's Toll Free Recruiting Hotline (800-365-7550, ext. \_\_\_\_\_), be sure to include your USMR ID# as the extension or code so your prospects will be assigned to your downline. To help you recruit more representatives in the future, keep a file of your Ad Response and Downline printouts, as well as all the ads or other recruiting methods you've tried, and make a notation as to the number of responses (and recruits) received through each recruiting channel. That way you'll be able to recruit more quickly and effectively next time.