



# Loan Officer Directory

## Highlights

The LendingTree Loan Officer Directory is a resource directory of NMLS Officers. This guide gives each Loan Officer (LO) the opportunity to differentiate themselves and engage prospective customers through a personalized page that features a short bio, photograph and customer reviews.

### WHY THE LO DIRECTORY BENEFITS YOU

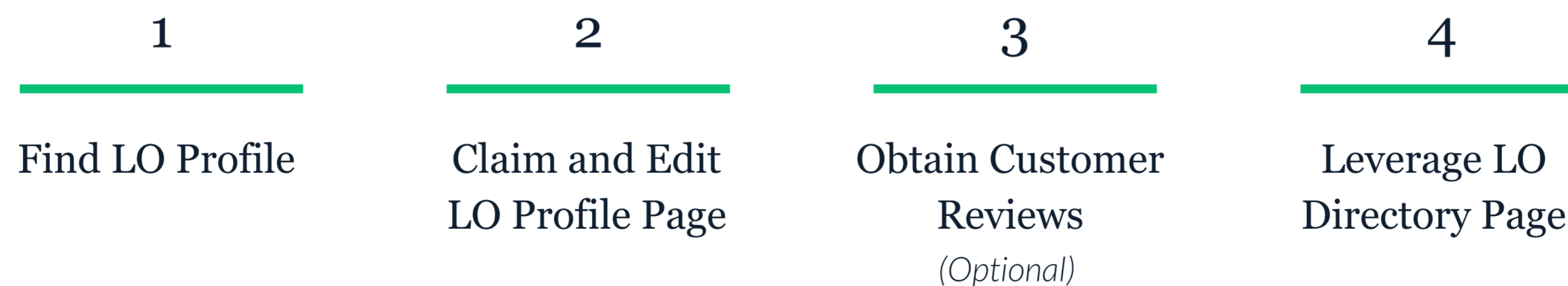
- Create a unique professional page that will be ranked by search engines, thereby attracting new customers to you
- Leverage the power of the LendingTree brand and build instant rapport with customers by listing your personalized LendingTree profile link on your email signature, business card, and other promotional materials
- Gain greater consumer confidence through past client reviews

## Onboarding

### HOW DO I SIGN UP?

There are a few steps to successfully onboard your company. First, lenders may name a LO Directory Administrator (Admin) for their organization by working directly with their account manager. Admins will receive notifications and may act on behalf of the organization for LO Directory management.

Second, individual Loan Officers within your organization will follow the few basic steps outlined below to claim and customize their unique LO profile page:



## Marketing

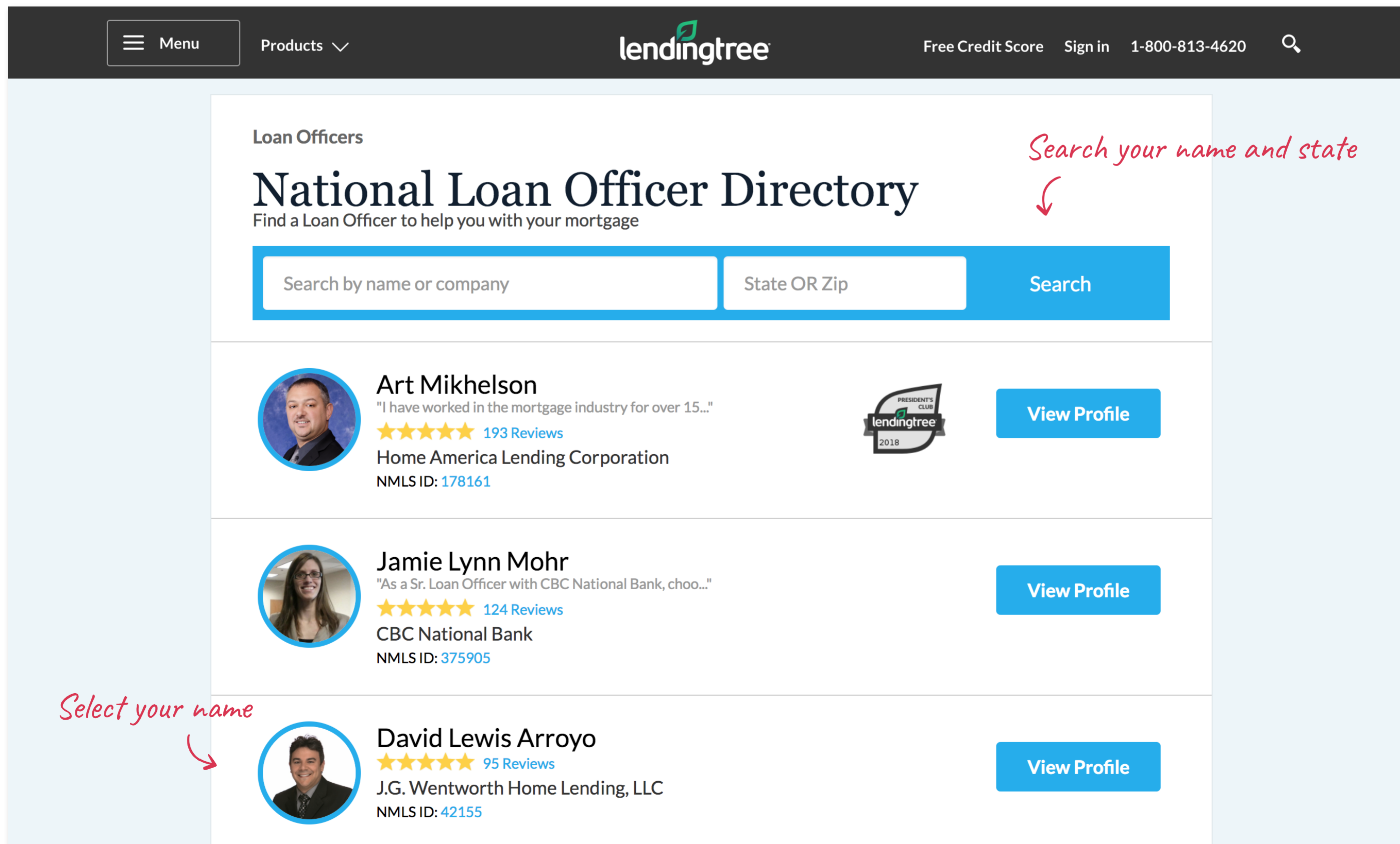
### WHERE & HOW TO LOCATE THE LO DIRECTORY

- Online search engine results for a direct Loan Officer or lender search
- Via My LendingTree where you'll find LendingTree's Local Introductions program and consumers are linked to your Loan Officer bio and picture
- Ratings & Reviews lender page-hyperlink to associated Loan Officers
- Via LendingTree.com website
- Social media
- Press Releases
- Through Loan Officers promoting their individual page to past, current and prospective customers

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## Find LO Profile

- 1 Go to [www.lendingtree.com/local-listing/](http://www.lendingtree.com/local-listing/)
- 2 Click your name
- 3 Your profile should appear on the bottom. Ensure that the state selected in the dropdown is where you're licensed to conduct business.
- 4 In the search box, search for your name and press 'Find a Loan Officer.' Select your state, or select 'All.'



Loan Officers

### National Loan Officer Directory

Find a Loan Officer to help you with your mortgage

Search by name or company State OR Zip Search

*Search your name and state*

**Art Mikhelson**  
"I have worked in the mortgage industry for over 15..."  
★★★★★ 193 Reviews  
Home America Lending Corporation  
NMLS ID: 178161

**Jamie Lynn Mohr**  
"As a Sr. Loan Officer with CBC National Bank, choo..."  
★★★★★ 124 Reviews  
CBC National Bank  
NMLS ID: 375905

*Select your name*

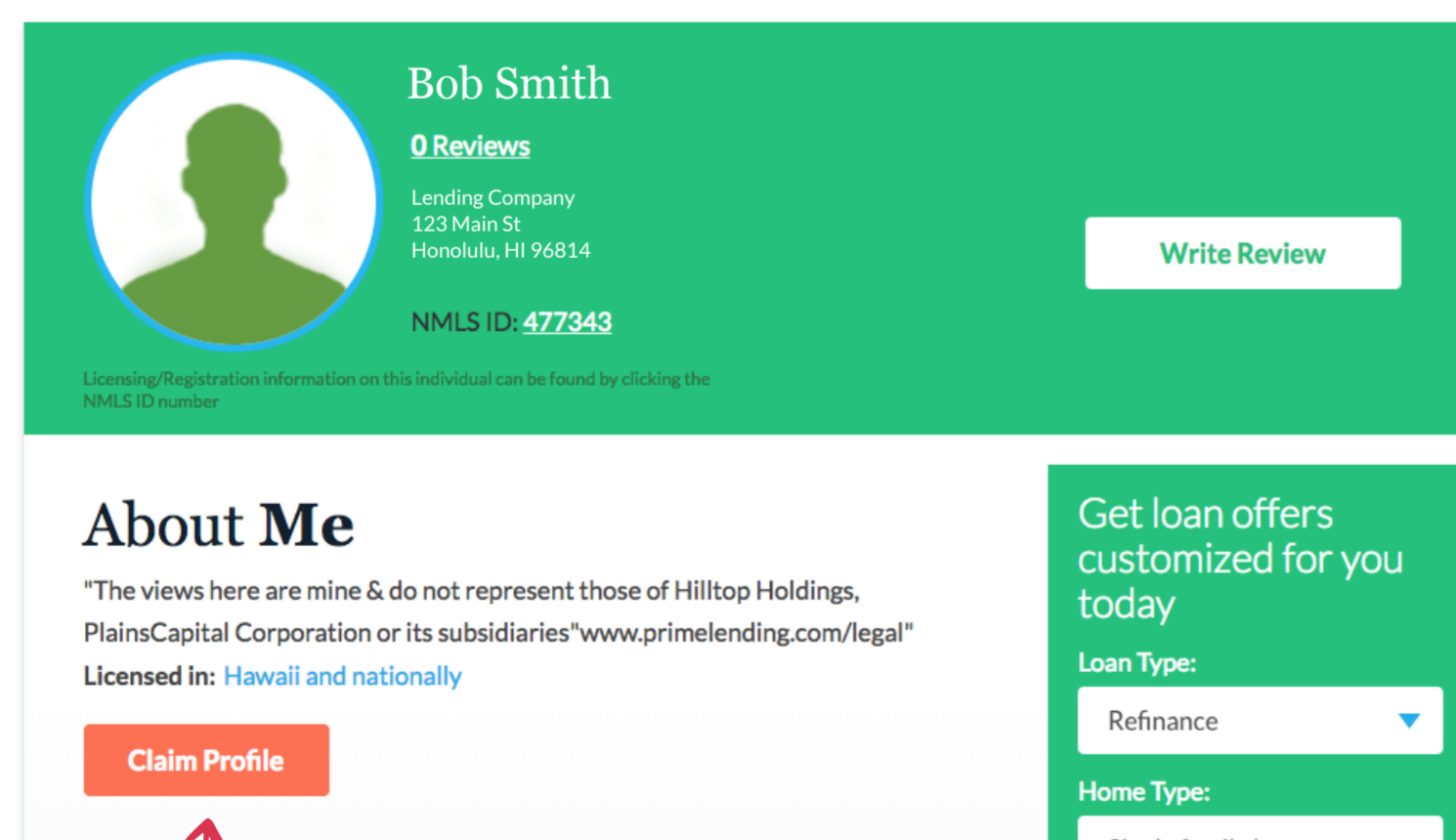
**David Lewis Arroyo**  
★★★★★ 95 Reviews  
J.G. Wentworth Home Lending, LLC  
NMLS ID: 42155

If for any reason you can't locate your profile, contact [customer@lendingtree.com](mailto:customer@lendingtree.com)

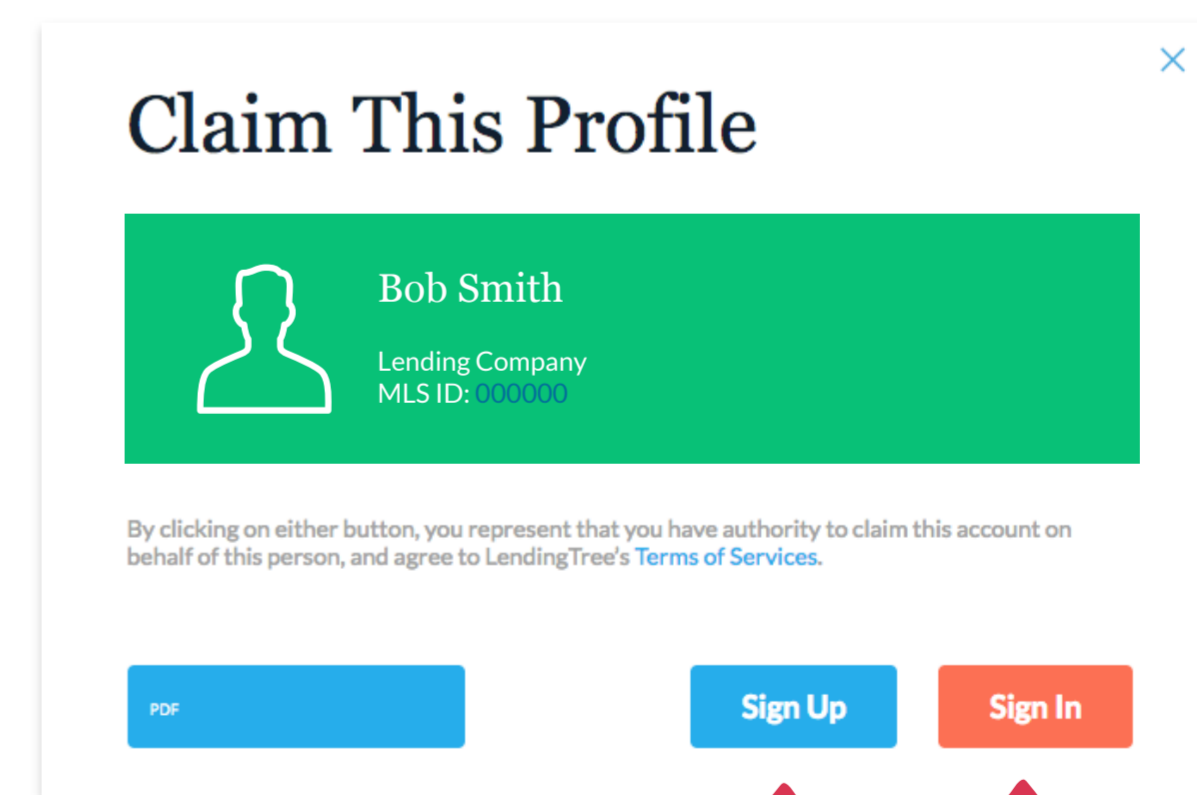
## Claim and Edit Your Loan Officer Profile Page

- 1 Click on the 'Claim Profile' button to continue to claim your profile.
- 2 Confirm that you have the authority to claim your profile.
- 3 Fill out the 'Claim This Profile' registration information on the next few screens. Be sure to upload a professional photo since it will build credibility and help you appear higher in the search results.
  - Name, lender name, city, state, and NMLS ID are not editable due to a contractual obligation with NMLS. The LO Directory utilizes your current NMLS information.
  - You may include up to 600 characters in the 'About Me' section. Use this to share your skills, any specialties, areas you service, etc. The more unique content you include, the higher the propensity for your profile to appear in search results.

Please note: If you're a LendingTree certified Loan Officer, your certification seal will appear next to your profile



*Claim profile*



*Select 'Sign Up' if you do not have an established LO Directory profile page*

*Select 'Sign In' if you you already have an account*




# 3

## Obtain Customer Reviews

(Optional)




You can email current or past clients to request a review. Loan Officers with a lot of reviews see significantly more website traffic and increase their search engine visibility versus those Loan Officers with only a handful of reviews. It's also a great way to check in with those valuable contacts.

### Ratings & Reviews

 **Loan Officer Review**  
Dominick from Atlanta, GA  
 (5 of 5)  
 Recommended!  
Reviewed: July 6, 2018

#### Simply the Best!!!

Our experience with Katherine has been absolutely delightful! She was extremely friendly and helpful throughout the entire process. Katherine was very knowledgeable and her attention to all the small details made for a stress free process for my partner and I. She made us feel as if we were her only customer. I would absolutely enjoy working with Katherine again. Thi... [Read More](#)

 **Loan Officer Review**  
Dar from Atlanta, GA  
 (5 of 5)  
 Recommended!  
Reviewed: June 13, 2018

#### Excellent experience with Katherine

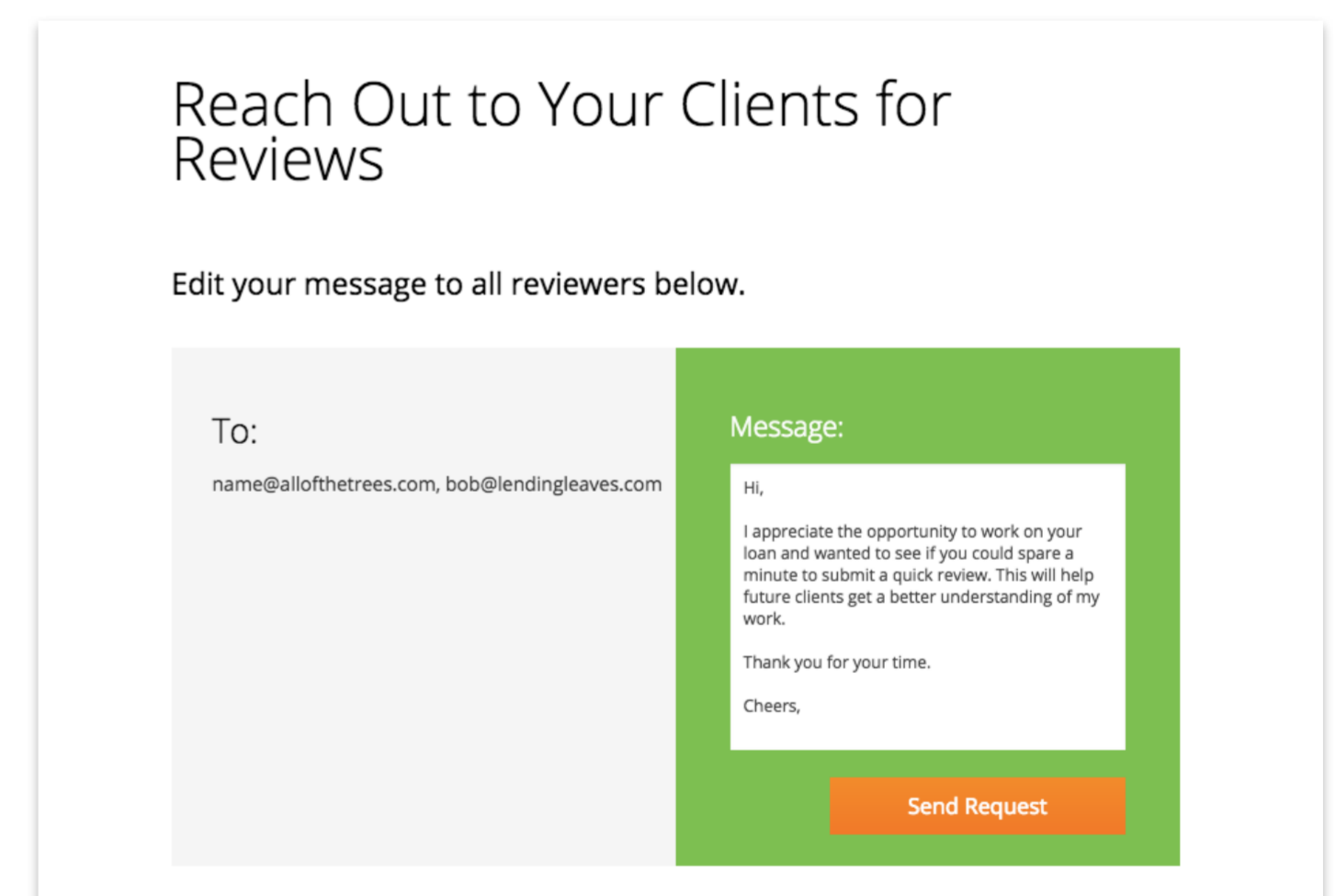
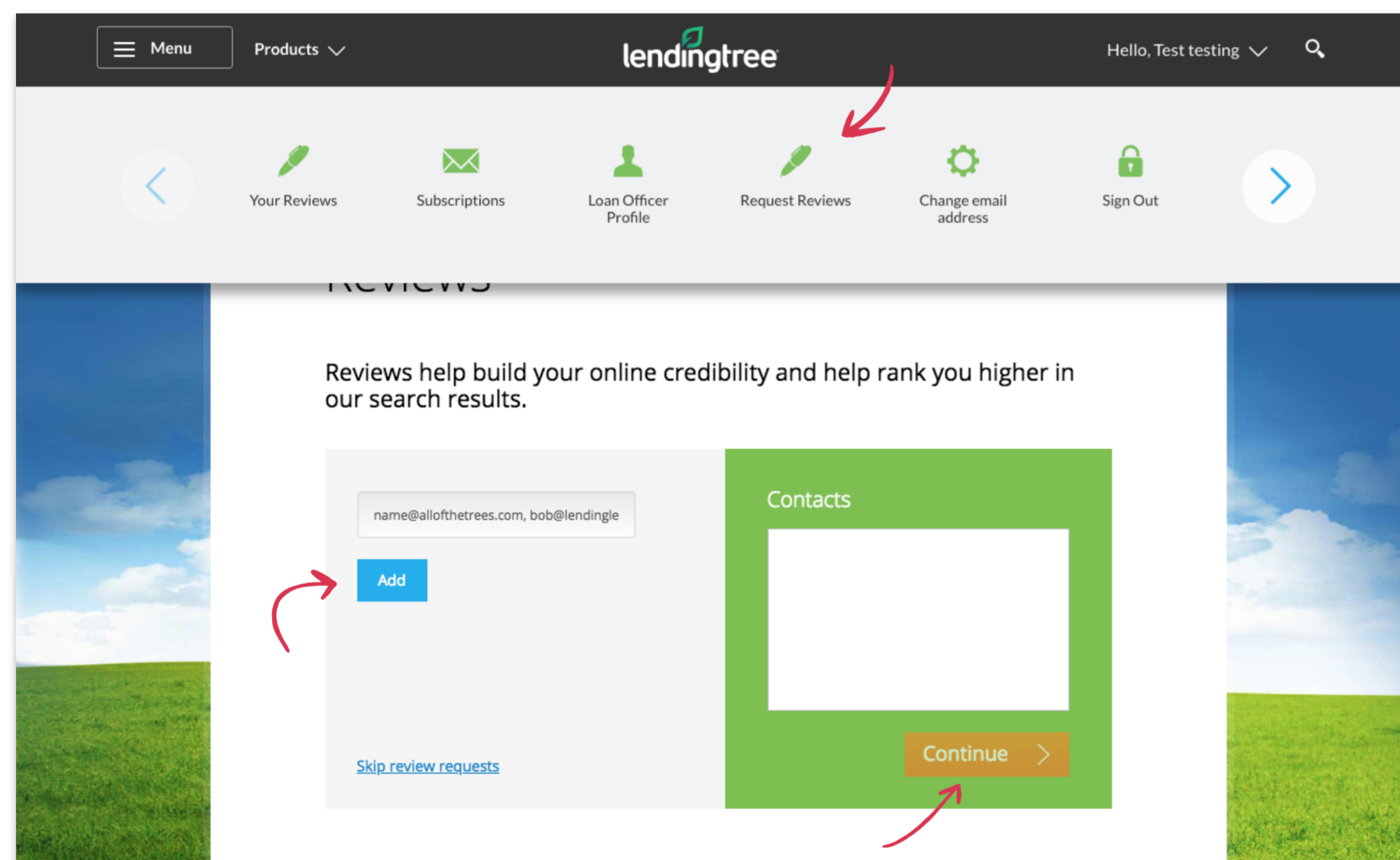
Katherine was great. She made this whole experience stress free. Always friendly and professional. She kept us up to date on our mortgage process every step of the way. She was creative and really made it easy for us to understand the process(which can be very confusing). I would work with Katherine again anytime. She is a real asset to her company. Thank you Katheri... [Read More](#)

# 3

## Obtain Customer Reviews

(Optional)

- ✓ You may add as many contacts as you'd like, 'separate' email addresses by a comma.
- ✓ You can have any customer write a 'review,' however, all non-LendingTree customers will be asked to create a LendingTree login.
- ✓ The more reviews you have, the more credible your profile will appear.
- ✓ As an added bonus, you receive additional points in the ranking system, placing you higher in the search results.







## 4

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### Leverage LO Directory Page

You can leverage the LendingTree brand by putting your unique profile link (sent in the welcome email from CustomerCare@lendingtree.com) in all your customer facing communications.

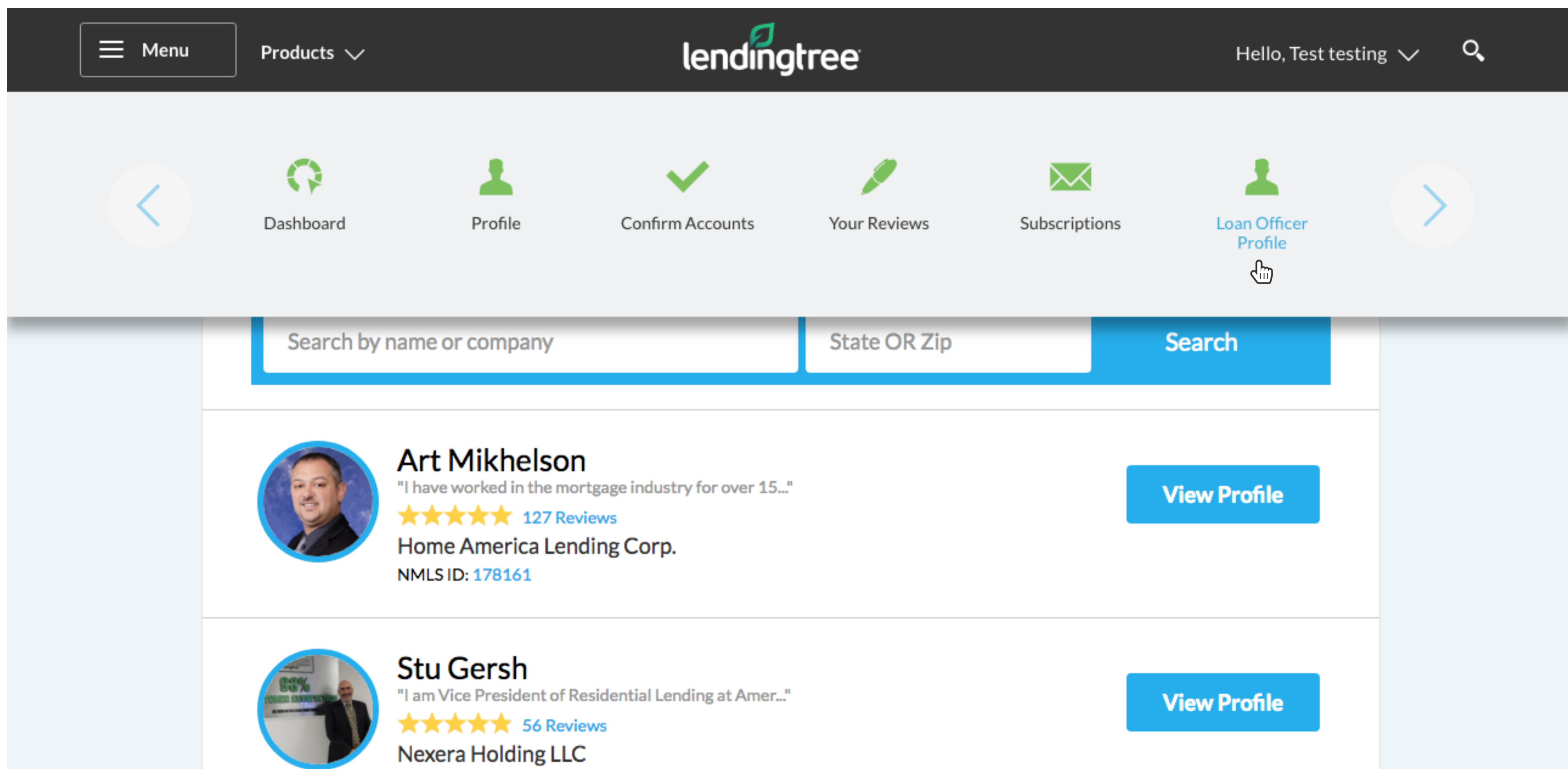
-  Email Signature
-  Business Cards
-  Your LinkedIn Profile
-  Other Promotional Materials

## Editing Your Profile

To edit your profile picture or any part of your profile, login to LendingTree by visiting [www.lendingtree.com](http://www.lendingtree.com) and click 'Sign In.'

After you've logged in, click on the dropdown next to your name on the top right. Click on 'Loan Officer Profile.' There, you can edit your profile information.

*\*Please note: The lender associated with your account reflects NMLS records. If you change lenders, please ensure that your association to that lender is changed promptly. Once the NMLS record has been updated, we will update the directory within one business day.*



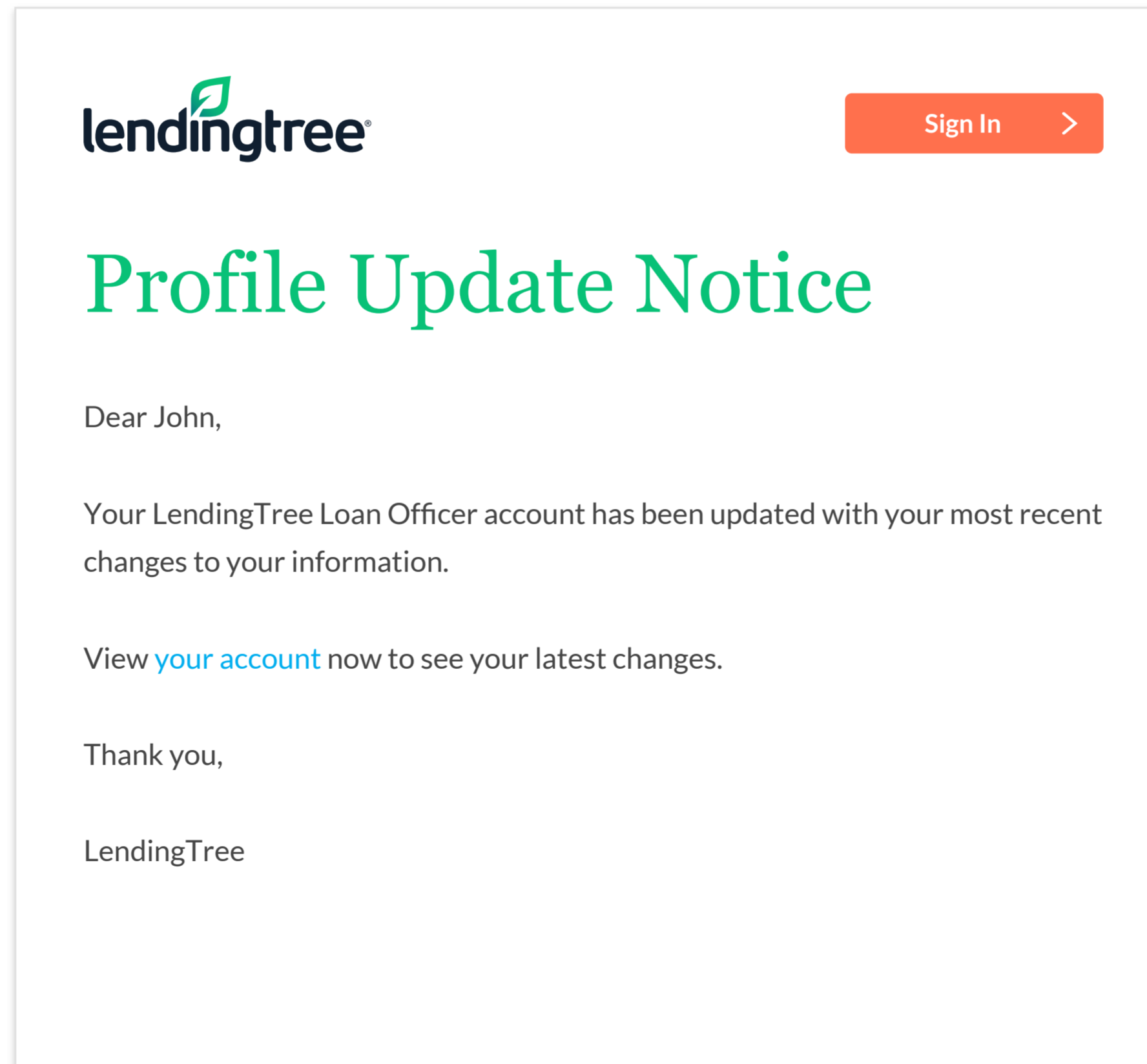
The screenshot displays the LendingTree website interface. At the top, there is a dark navigation bar with a 'Menu' button, 'Products' dropdown, the LendingTree logo, and a user greeting 'Hello, Test testing' with a dropdown arrow and a search icon. Below this is a light gray navigation bar with icons for Dashboard, Profile, Confirm Accounts, Your Reviews, Subscriptions, and Loan Officer Profile (which is highlighted with a mouse cursor). The main content area features a search bar with 'Search by name or company' and 'State OR Zip' filters, and a blue 'Search' button. Below the search bar, two loan officer profiles are listed:

- Art Mikhelson**: "I have worked in the mortgage industry for over 15..."  
★★★★★ 127 Reviews  
Home America Lending Corp.  
NMLS ID: 178161  
[View Profile](#)
- Stu Gersh**: "I am Vice President of Residential Lending at Amer..."  
★★★★★ 56 Reviews  
Nexera Holding LLC  
[View Profile](#)



## Quick Facts About Review Moderation & Notification

- ✓ Each review will be submitted for moderation to ensure that content is appropriate and relevant:
  - If the review is evaluated as appropriate and relevant, it will be posted onto the Loan Officer's profile page
  - If the review is evaluated as inappropriate or irrelevant, it will be rejected and will not be posted
- ✓ All consumer reviews will be reviewed by two human moderators to ensure the content is appropriate
- ✓ Approved reviews are typically reviewed and posted within 3-5 business days of submission



The screenshot shows an email notification from LendingTree. At the top left is the LendingTree logo. At the top right is a red button with the text "Sign In" and a right-pointing chevron. Below the logo and button is the title "Profile Update Notice" in a large green font. The body of the email starts with "Dear John," followed by a paragraph: "Your LendingTree Loan Officer account has been updated with your most recent changes to your information." Below this is a line of text: "View [your account](#) now to see your latest changes." The email concludes with "Thank you," and "LendingTree" at the bottom.

## Best Practices

- ✓ Include unique and helpful 'About Me' content that highlights your specialties and skills
- ✓ Getting customer reviews increases your rank in search results as well as your profile page credibility
  - Include the link to your profile in your email signature
  - After every loan you close, send your profile link to the customer to generate additional reviews
  - Consider mentioning reviews on the phone with the customer and walk them through the process
  - Remember that you can have any customer write a review – not only LendingTree customers
- ✓ Respond to reviews & engage the customer
  - When you get a review and wish to respond, send the review and your response to your organization's LO Directory Administrator
  - Respond publicly with grace and style to any critical reviews so other customers can see how well you react to reviewer criticism
  - Review responses will be submitted to LendingTree bi-monthly and will be posted within 5 business days of submission
- ✓ When including a photograph on your page:
  - Utilize a more formal (rather than a casual) photograph to build professional credibility and provide your customers with a visual image that accurately represents you
  - By including a photograph, you will increase your search results

## LO Directory Administrator Maintenance & Management

Lenders may name an Administrator (Admin) for their organization by working directly with their account manager. Admins will receive notifications and may act on behalf of the organization for LO Directory management.

- ✓ Your specified Admin email address will receive real-time email notification(s) whenever a loan officer claims or edits their profile. The email notification will contain a secure 'hot' link with access to the individual LO profile page

*\*Please note: The secure link is only accessible once for security purposes, so any changes needed must be made while in session.*

- ✓ An Admin can edit a Loan Officer's profile via the 'hot' link contained in the email notification. As a best practice: if an Admin modifies the LO's page, we suggest that the individual LO is notified internally.
- ✓ Admins may request LO Directory reporting from their account manager:
  - Ad-hoc customer review reporting
  - Claimed LO profiles
- ✓ Admins compile all LO review responses on behalf of their organization. Compiled responses may be submitted bi-monthly to [reviews@lendingtree.com](mailto:reviews@lendingtree.com). LendingTree will post review responses within 5 business days of submission

## FAQ's

**My organization is not comfortable permitting Loan Officers listed under our brand to have full editing capabilities without seeing what their profiles contain. Is there anything we can do to review what's being displayed?**

The LendingTree Loan Officer Directory is a resource directory of NMLS Officers. This guide gives each Loan Officer (LO) the opportunity to differentiate themselves and engage prospective customers through a personalized page that features a short bio, photograph and customer reviews.

**As an LO Directory Admin what may I do?**

An Admin can edit a Loan Officer's profile. As a best practice, if an Admin modifies the LO's page, we suggest that the individual LO is notified internally.

**Can a centralized group have access to multiple LO profiles to manage on my company's behalf?**

LendingTree permits one email address for the LO Directory Admin. A lender may use a centralized email account accessible by multiple people within their organization; however, please note that the LO profile hyperlink in the email notification from Customer Care is only accessible once for security purposes.

**How do I know someone posted a review on my profile page?**

LendingTree will send the Loan Officer a "Congratulations on your loan officer review" email notification from Customer Care when a review has been posted

**How long will it take for a customer review to be posted on my page?**

Each review will be submitted for human moderation to ensure that the content is appropriate and relevant:

- If the review is evaluated as appropriate and relevant, it will be posted onto the LO's page within 3-5 business days
- If the review is evaluated as inappropriate or irrelevant, it will be rejected and will not be posted

**May I respond to a customer review?**

Yes, Loan Officers may respond to any reviews, positive or negative. LO review responses should be sent to your organization's LO Directory Admin who will compile all responses and submit them on behalf of your organization. LendingTree will post review responses within 5 business days of submission. Please refer to the 'Best Practices' section earlier in this guide for tips on how to respond to reviews.

**How are my reviews sorted and displayed?**

LendingTree will display all reviews in chronological order. Reviews do not roll off over time; they are cumulative and will continue to grow as you solicit additional consumer feedback.

**Does a consumer review apply to both my Loan Officer profile and our lender page?**

No, they are separate reviews. A customer submits a review independently for each, the lender and the Loan Officer.

**How do I know someone posted a review on my profile page?**

LendingTree will send the Loan Officer a "Congratulations on your loan officer review" email notification from Customer Care when a review has been posted

**My customer is telling me they cannot write a review. What do I tell them?**

Users must utilize the same email address they indicated when creating their My LendingTree account.

## FAQ's

### **When a consumer is searching for a Loan Officer in the directory, how are the search results determined?**

Sorting is based on a number of factors, which include:

- Claimed profile
- Number of reviews
- Profile image provided
- Certified Loan Officer

*\*Please note: The secure link is only accessible once for security purposes, so any changes needed must be made while in session.*

### **I cannot locate my profile, how may I find it?**

Try searching for your full name, please note names are listed as they are filed with NMLS. If you are still having trouble locating your profile please contact [customercare@lendingtree.com](mailto:customercare@lendingtree.com) for assistance.

### **I'm no longer with the company displayed on my profile, how do I make an update?**

LendingTree receives information directly from NMLS and reflects this same data in the LO Directory. You should contact NMLS directly to provide any information about changes of employment, etc. as we are contractually required to illustrate the same information provided by NMLS and may not modify.

### **How often is NMLS data updated?**

LendingTree receives a nightly update from NMLS, therefore any changes should be visible within one business day.

### **I'm having an issue registering, what do I need to do?**

Please refer to the on-boarding steps detailed earlier in this guide for step-by-step instructions. Also, confirm you are accessing the directory via a preferred browser (Chrome, Firefox, IE version 10 or higher).

### **How can I change the email address on my account?**

Sign in and select 'Edit Email Address' from the dropdown menu on the top right hand side of the page.