



PARTNER TESTIMONIAL

My experience with the Abstrakt team has been overwhelmingly positive and productive. The individuals who call and represent CMG Financial are extremely professional, and relay our companies message and opportunities in a clear and professional manner. The entire system is very easy to use and keep track of leads and follow up. The recorded calls are a tremendous tool, which allows us to quickly and thoroughly, gain a perspective about the candidates.

-Chris Moynihan, Regional Business Development Manager



THE PROBLEM

CMG Financial began its partnership with Abstrakt in October 2018. The company was looking to increase its recruiting efforts.



THE SOLUTION

Prior to signing, Tony Giglio, Vice President and National Retail Production Manager, was a prospect of Abstrakt of four years. Using our own process with Tony, the timing was finally right, and Abstrakt acquired a few CMG branches with driven managers who were ready to succeed. Abstrakt and CMG put in extra time and effort by pre-qualifying leads for Abstrakt to prospect, ensuring they would either join the team or become solid connections for some time in the future.



THE RESULTS

Since beginning the partnership with Abstrakt, each CMG branch has been able to hire three new loan officers and forecast a handful of others who will come on board in the next 30, 60 and 90 days.



About Our Partner

CMG Financial is a well-capitalized, privately held mortgage-banking firm founded in 1993. The company makes its products and services available to the market through three distinct origination channels including Correspondent Lending, Wholesale Lending and Retail Lending.