

TOP AGENT

MAGAZINE



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When Jose Tavarez earned his bachelor's degree in finance, he didn't set out with the intention of landing a position in the mortgage industry. However, when a promising opportunity presented itself to launch a career in mortgage lending, Jose wisely decided to seize the opportunity. Soon after, in the span of three short months, Jose earned his license as a loan officer. After quickly ascending the ranks, Jose has earned nearly five years of industry experience and today runs the National Specialized Sales Division for the direct lending outfit eLEND. Now, having found his passion, the rest is history.

At eLEND, Jose manages a tightknit team of eight loan officers, all dedicated to a professional ethos that prizes accessibility, client-centric service, and untiring persistence. eLend is licensed to lend in all fifty states and as a result, Jose and his team can offer distinctly comprehensive options and versatility to their clients. While Jose and his team offer a variety of lending options, they particularly specialize in manufactured home loans, construction and renovation loans. For the last two decades, eLEND has led the pack in terms of loan service for manufactured homes, remaining as one of the few lenders to provide mortgages of this type. Shortly after joining forces with eLEND, Jose discovered his passion and proficiency for manufactured home loans and he and his team excel at this niche service. Because word travels fast in the world of mortgages—where a good reputation is a loan officer's calling card—Jose and his team have managed an impressive 75% rate of repeat and referral clients, citing dedicated communication as a main driver of new and continued business. What's more, a significant portion of Jose's clients is comprised of builders, with the rest stemming from real estate professionals. These likeminded industry professionals trust Jose and his team's ability to follow-through, creating a win-win partnership for all parties involved. At the root of it all, Jose cites his commitment to forthright, steady communication as a foremost source of his success, recognizing that amidst the complicated, often stressful lending process, keeping your client up to speed and in the loop creates a sense of calm and confidence. "Open communication keeps people coming back," he says.

"We go out of our way to update our clients weekly, ensuring that no one gets lost in the process."

As for his favorite aspects of his work, Jose relishes tackling the daily challenges and ever-changing nature of his job. A natural problem-solver, Jose thrives outside of the procedural nine-to-five work routine. "Not only do the challenges of this industry keep my work interesting, the pay-off is so rewarding," Jose explains. "I love helping people on the path to homeownership, and I cherish the knowledge that I'm contributing to their pursuit of the American Dream."

Jose and his team keep in touch with referral partners and borrowers by creating opportunities to connect with those they serve. In addition to sending out postcards and direct mailers regarding their services, they also incorporate social media's vast reach in order to build and maintain relationships with their clientele, ensuring that their brand remains active in the minds of those within their sphere of influence.

Positioning his passion for service toward his local community, Jose and team are regular volunteers with Habitat for Humanity. Not only do they donate their financial resources, but they also contribute their time and energy, most recently helping out at a future home site being constructed for a military veteran. In his coveted free hours, Jose enjoys spending as much time as possible with his family and loved ones, particularly his one year old.

As for the future, Jose fosters big aspirations for continued growth in the years ahead, hoping to cultivate more and more relationships with clients across the country. Though he and his team already serve all fifty states, Jose has plans to zone in and dig deep to specific existing markets, getting involved with new builders and realtors along the way. With nearly a five-year track record of proven success under his belt—along with an ability to deliver quantifiable results to the clients he cares for—the years ahead are sure to yield continued success for Jose Tavarez and his team.



The Mortgage Process Simplified

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