

# TAKE A BREAK BULLETIN



## Websites for Brokers- Needed or Not

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The question always arises from our network of referral sources regarding the need for the “broker” (referral source) to maintain a web presence. The idea behind the question is the fact that the referral source is not the funder so why go through the time and expense of setting up a website.

Many of us think about a web presence for the purpose of driving traffic to your site and thereby generating new business. S.E.O – optimizing your website to drive traffic – is time consuming and expensive. With a full bankroll of financial support one can certainly improve the functionality of the website to maximize visitors to “land” on your page. This however is not the main reason for the necessity of a website. Once again we confront the concept of credibility.

Your website should be the confirmation of all that you have told any prospective client; who you are, what you do, testimonials of how you have done well for other clients, your contact information and market data regarding the products you can provide, should be available through your website. The combination of what you have said to a prospect and what they read about you and your company will close the credibility gap and put your image into a professional frame. The messages it should send are; professionalism, stability, conservative visuals (not politically conservative but perceptually, no dollar signs all over the site, no glitz, no glamor). When you think of the image you want to convey, think “banker.” Your content should be professional in appearance and accurate in all

ways. Think of your website not as a result of someone seeking a finance facility, but as a follow up to your having spoken to, or seen a prospect. You will direct them to this place and it will give you the credibility and professional appearance that is indispensable for the financial services industry.

In conclusion, if you don’t have a website, get one. If you have a website and it is anything less than described above, change it. Once you have it, don’t forget to use it. Make your clients learn more about you and your capabilities by having a solid conservative well structured website.



- The longest golf hole in the world is the 7th hole (par 7) of the Sano Course at the Satsuki Golf Club in Japan. It measures an incredible 909 yards.
- The largest golfing green is that of the 695-yard, 5th hole, a par 6 at the International Golf Club in Massachusetts, with an area in excess of 28,000 square feet.
- Golf was banned in Scotland from 1457 to 1502 to ensure citizens wouldn't waste time when preparing for an English invasion
- The term birdie comes from an American named **Ab Smith**. While playing 1899, he played what he described as a "bird of a shot", which became "birdie" over time.
- The word golf does *not* mean "Gentleman Only, Ladies Forbidden". This is an Internet myth.
- Don't feel bad about your high handicap - 80% of all golfers will never achieve a handicap of less than 18
- **22.8%** of golfers are women and the number is growing.



**Bankers recognizing factoring for periods of incremental growth are taking a forward looking preposition. Factoring is a flexible, empowering tool that can ultimately return a healthier, more profitable company back to the bank.**