

TOP AGENT MAGAZINE



GREG GALE

Greg Gale of Nova Home Loans in Scottsdale, Arizona, started his career in residential lending in 2005, working as an assistant to one of the busiest top producing loan officers at a local brokerage. The arrangement became one of mentor and student for three years, with Gale absorbing as much information about client relationships as he did about managing the business end of home loans.

In 2008, Gale transitioned to his current office, and as of October 2014 serves as Branch Manager and Producing Senior Loan Officer for residential clients throughout Arizona and California.

In his previous career, Gale was a successful personal trainer, as well as manager of a martial arts school, which likely influences Gale's attitude toward his employees and clients. He has a unique sensibility for the personal side of home lending; of motivating the people who work with him, and of communicating with clients in a genuine, honest way. Upon hire, team members are gifted with a must-read copy of one of Gale's favorite books, "Raving Fans," which iterates what Gale likes to call "the wow experience."

"The wow experience is about going over the top for every customer," Gale explains. "We just sent out invitations to our clients to come into the office next week to pick up apple and pumpkin pies for the holidays." The wow experience doesn't end when the deal is closed, either. "On moving day, we send clients a pizza. We mail out handwritten notes a year later, on every anniversary, and sometimes we call just to ask if they need anything."

A generous percentage of Gale's sales comes in the form of referrals and repeat business. "It's about relationships and building rapport," Gale says. "I've

met so many wonderful people in this business, and I love connecting people with the services and help they need as much as I enjoy putting loans together.

All of this begs the question – is Greg Gale in the loan business or in the people business? As a top loan producer in the area, there's not a shred of doubt Gale can lift with the heavyweights when it comes to getting a loan to happen. He also teaches educational workshops and seminars for interested home shoppers who need advise about raising their credit scores and budgeting correctly for that first big purchase. Most of those who attend Gale's courses end up buying their home through Gale's company. "I like to not only find out what the client wants, but to give them what they didn't know they want. Buying a home isn't just a bunch of paperwork with me. The joy is in making it fun. Giving little gifts along the way, sending notes, and just alleviating the stress they might be feeling by letting them know I'm working for them, I'm thinking of them. I think that helps a lot." When Gale says, "We cater from our house to yours," he means it.

With all these gestures, it's evident that Greg Gale is, at heart, a giver. His giving doesn't only manifest itself with physical tokens of client appreciation, however. He pays it forward in one way by contributing to the charity founded in his mentor's name so many years ago, aptly named, the Spirit of Life. "It's a scholarship for underprivileged nursing students. My mentor taught me how to be in this business the right way, for the right reasons. I do this to honor him."

The rest of Gale's time belongs solely to his family. His wife and young daughter and son keep him busy with games, puzzles and the occasional friendly Nerf war.

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