



## Rocket Mortgage/Eller Suit Up Challenge 2024

### ROUND 1 PROMPT

#### **Background**

You recently graduated from the University of Arizona's Eller College of Management. It was a great experience and one you will always remember. Now you've embarked on a career you are very excited about because of the challenges it offers, colleagues that you now work with, and the financial rewards that are available for hard work. While in college you interviewed with Rocket Mortgage several times and were ultimately offered a position. Once your training was completed you moved to the company's Phoenix office as a Mortgage Banker.

You've always enjoyed interacting with people and making friends has come easy for you. During your college years you were member of a philanthropic organization that helped the underprivileged and were also active in a student organization that tutored students in an accounting study lab.

Your role at Rocket is very much in line with your helping nature. You help people by making their dreams come true. Everyone has dreams and home ownership is no exception. For first-time buyers, the task seems daunting. There are many forms and documents to complete, most of which are foreign to them, but your training helps you guide these kinds of buyers through the process.

#### **Rocket Mortgage**

Rocket Mortgage, LLC, formerly Quicken Loans, LLC, is an American mortgage company headquartered in Detroit, Michigan. It was founded in 2018 and is today the largest online mortgage lender in the United States. Its mission is to provide a streamlined, fully digital experience that allows customers to apply for a mortgage, get approved, and do it all from the comfort of their own residence. Its mission is to make the mortgage process simple, fast, and convenient.

Besides being known for its *fully digital experience*, Rocket is also known for the *variety of loans* it offers along with *flexible terms* and *fewer service fees*. All this plus a *high customer service rating* of 90%.

## **Today's Meeting and Your Objectives**

Your first meeting of the day is with a prospective customer, Alex Johnson, who was referred to Rocket by a friend of theirs who recently closed on a loan with the company. From the information you were given, Alex and their partner have been preapproved for a mortgage by another firm, but Alex has several unanswered concerns that include a hesitation with buying a home and is turning to you for help and advice.

Your task is to uncover these concerns, address and overcome them, while building rapport. In the process, you intend to position Rocket as the best choice for providing Alex and their partner with a mortgage loan and that buying sooner than later is a wise investment.

How should you handle Alex during this meeting?

Please use the links below to better understand this case the home mortgage business:

[Key Terms Every New Home Buyer Should Know](#)

[Why is buying a house a good investment?](#)

[Why do business with Rocket Mortgage?](#)

[Rocket Client Profile](#)