

“Creating Customers for Life”



Mike LaSalla grew up in New York, where he spent many hours with his grandfather learning the game of golf. Mike’s early passion for the game influenced his career trajectory, as he earned his degree in sports management from St. John’s University and went on to work for the United States Golf Association, and later, the Southern California Golf Association.

In time, however, Mike saw an opportunity to channel his extraordinary people skills and penchant for organization and numbers into a career with greater purpose. He joined loanDepot, where due to the company’s progressive business stance and strong training, Mike was teed up for lasting professional success.

Mike LaSalla

“loanDepot’s program allows people who are new to the industry a starting point from which to learn and grow in the mortgage environment. I decided to give it a try, and I soon realized I really liked it. I have always enjoyed working with people, and I saw an opportunity to connect with people my age who are beginning to buy homes. Personally, I hate to be sold something, so I try to take a different approach. I like to advise and educate, so people can make the best decision for themselves and feel comfortable with the biggest purchase of their life.”

This client-focused approach has yielded positive results as Mike has become a skilled Loan Consultant who forms lasting connections with clients from first-time buyers to experienced investors. “I think I’m a little bit old school myself in a young body,” he says. “I like to develop relationships with people, and it helps me connect with clients wherever they are in life. It takes time to build actual relationships with people and show them your dedication. My biggest goal is giving unparalleled customer service. I’m willing to put in the work. I’m not just here for the next deal.”

Active listening and proactive communication are fundamental to Mike’s service. He is consistent and reliable in keeping all parties up-to-date throughout the loan process. “I think a lot of Loan Consultants miss out on the fact that there is usually more than one agent in the deal who deserves the same level of service. I’m keen on making sure everyone gets the same weekly status update, including the listing agent. I also think a lot of Loan Consultants are afraid to give bad news. But it gets worse the longer you wait. I want everyone to know the challenges up front, so we can work together to find solutions and create a smoother process for the borrower.”

Teamwork is another key factor in Mike’s efficiency and follow-through. “It’s great to be able to focus on my client and Realtor® relationships without having to worry about whether my files are getting through. Brenda is a phenomenal manager, and I know I can trust the process I have behind me. My production assistant, Lexie, is my right hand. She has great customer service skills, and she is

pivotal in terms of being able to do what I do.”

A recent client expressed her appreciation for the attentive service provided by Mike and his team: “Mike had amazing communication skills; he called me as often as was needed. Once we worked out our terms and had a plan moving forward, he introduced me to Lexie, who was just as awesome. Together they both continued to communicate every step of the way, and Mike was an important part of the process all the way through. If I had any questions, they were immediately answered, but that was rarely needed since they were so proactive. Mike is not your typical sales person -- he’s very honest and direct, and I never once worried if he was telling me the truth. Anyone can secure a deal and sell you a great loan, but it’s the follow-through that you can never predict. Mike and his team offer full-service support every step of the way. I can’t recommend him enough.”

These days, Mike uses his time on the golf course to create deeper relationships with his clients and business partners. “It’s an easy way to break down barriers and have people see you as just a person.” Mike has had the privilege of playing some of the nation’s top courses, and his favorite is Cypress Point in Monterey. “It’s right on the ocean, and the scenic golf shots are phenomenal.”

With integrity and a genuine desire to create relationships that last, Mike enjoys working with this visionary lending company that is changing the way home loans are delivered to the public. “What we strive to do here is create a customer for life. We don’t treat them like a number, we treat them like people.”

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