

# Get A Rate grows 300% in 1 year with help from Transformational Mortgage Solutions.



**Client Industry**  
Mortgage Lending



**Services**  
Coaching & Consulting

## Objectives



We needed to develop a new, clear growth strategy for us to scale and access new markets.”

**G**et A Rate is a consumer-direct, online mortgage company that’s taking a fresh approach to lending and client relationships. From digital solutions to transparent services, the company focuses on helping clients achieve the highest success regarding homeownership and refinancing.

When Michael Sema, the CEO of Get a Rate, sought to grow his business, he had three overarching objectives. The first one involved the company’s evolving strategy.

“In the past, we learned by making mistakes, but a trial-and-error approach isn’t a strategy,” said Michael. “Nine times out of ten, what we thought would work didn’t work at all, and what worked for us in the past wasn’t going to work for us in the future we’d planned. Being in the infancy of becoming a national company, we knew we needed to develop a new, clear growth strategy for us to scale and access new markets.”

Knowing the future growth the company would be experiencing, Michael also wanted to focus on leadership development.

“I came to realize that there is a huge difference between being a player and being a coach,” he said. “When I was building my business, I was a player, playing the game along with my employees. To scale my business, I needed to transition into being the coach, and I had to have help in developing that new skill set.”

Michael’s third objective was to make connections in the mortgage industry.

“Making the right connections in today’s ever-changing landscape is so important to me and my business,” he said. “I needed to build a squad of top resources of accountants, developers, marketing firms, and various other services providers that I could count on to get me to where I wanted to go, and I knew I couldn’t rely on a Google search to create relationships.”

Michael turned to David Lykken, the founder of Transformational Mortgage Solutions (TMS), and his team with these three objectives in mind.



If companies are trying to scale their mortgage operations and they’ve never done it before, it’s going to be a challenge because there is no roadmap. They should partner with Transformational Mortgage Solutions and watch their business grow.”

**Michael Sema** | CEO, Get A Rate

## Solution



David and his team evaluated our existing strategy and helped us understand what we needed to do to evolve it to be competitive and grow.”

**M**ichael chose to work with David and his team at TMS because of their combined 300+ years of mortgage lending experience and their ethical way of doing business. Not only does David have experience operating his own mortgage company, he also has deep insights and understanding of where the industry is heading. Furthermore, David has a solid track record of advising many top company leaders seeking to grow their businesses, such as Michael.

“David and his team evaluated our existing strategy and helped us understand what we needed to do to evolve it to be competitive and grow,” said Michael.

David also helped Michael understand the difference between being a player and being a coach and continues to provide ongoing guidance concerning leadership development. With this knowledge, Michael has transformed himself into a coach who can help his team be the best they can possibly be.

“The leadership development that David Lykken has brought to me and my team is amazing,” said Michael. “He was able to show me exactly how he had transitioned from player to coach himself and helped so many others do the same, and it has been so helpful to just talk to him about issues I’ve never had to deal with before as they arise.”

Regarding connections, David and his team have introduced Michael to trusted top third-party providers.

“David’s recommendations are solid because they are based on his longstanding and deep relationships with those providers,” said Michael. “He has his fingers on everything we need. David can recommend three or four providers, and then tell me to call all of them and choose the one that feels right to me. That’s the level of trust he has in his connections. That’s pretty amazing.”

Michael is extremely grateful to David and the TMS team’s advice and assistance.

“If it weren’t for them, we would probably be losing money instead of growing,” said Michael. “Since we’ve started working with them, we’ve had a bunch of little wins that were the foundation for big wins.”

## RESULTS



Developed a new company strategy focusing on growth



Improved leadership skills



Established a range of crucial industry connections



Created the foundation for a 300% growth rate in just one year