



PODCAST HOST ONE-SHEET

Vickie Bouffard

Author · Mortgage Broker · Founder, Loan Rescue™ · 20+ Years in Lending

“Every dead loan deserves a rescue — and every banker deserves to keep their client.”

Author of Loan Rescue™: How MLOs and Bankers Save Deals, Preserve Deposits, and Build Trust Through Collaboration

READ THIS ON AIR — SPEAKER INTRODUCTION

My guest today has spent over 20 years in the mortgage industry. She launched 1st American Residential Lending in 2022, then shifted to investors and commercial real estate as the consumer market tightened. Then a banker called her his “loan rescuer” — and that one moment sparked an entirely new brand. She’s the founder of Loan Rescue™, the first MLO to build a brand around banker-broker collaboration, and she just published her first book: Loan Rescue: How MLOs and Bankers Save Deals, Preserve Deposits, and Build Trust Through Collaboration. Please welcome Vickie Bouffard.

① Feel free to shorten or adapt this to fit your show’s style. Vickie is comfortable on mic and happy to follow your lead.

SHORT BIO

Vickie Bouffard is a mortgage broker, author, and founder of **Loan Rescue™** — the first MLO to build a brand around banker-broker collaboration. She launched **1st American Residential Lending** in 2022, then pivoted to investors and commercial real estate through **1st American Investor Financing** as the consumer market shifted. When a banker called her his “loan rescuer,” she recognized a gap no one had named: the space between what banks can fund and what borrowers need. Loan Rescue™ was built to fill it — saving deals, preserving deposits, and making sure the banker always stays the hero.

5 QUESTIONS YOUR AUDIENCE WILL LOVE

1 What is a “Code Yellow” moment, and what should a banker do the second they recognize one?

Intriguing term, very clear and actionable answer — great opener.

2 What’s the real cost when a banker declines a deal without exploring other options first?

Gets into deposit and relationship stakes with concrete dollar outcomes.

3 Walk us through a real rescue — a deal everyone thought was dead that you brought back to life.

Story-based — vivid case studies with real numbers audiences remember.

4 How do you deliver bad news to a borrower without losing their trust — or their business?

Taps the TEAM Framework — practical, usable for any professional.

5 A banker once called you his “loan rescuer” — and that became the spark for an entirely new brand. Tell us that story.

The origin moment — specific, surprising, explains the brand instantly.

EPISODE TOPIC OPTIONS

Loan Rescue™ Triage Workshop

How to diagnose a failing loan in real time — the Code Yellow Protocol that turns “declined” into “funded.”

Code Yellow™ Workshop

The exact words and decisions bankers need the moment a deal starts to slip — before the client feels the panic.

Saving the Deal. Saving the Relationship.

How bankers protect trust when the bank can’t say yes — tone, language, and leadership under pressure.

Collaboration Over Competition

Why the most successful bankers don’t go it alone — and how the right partnership keeps deposits intact.

The Winning Edge™ Reset

A performance reset for lending professionals — stop hesitating, start leading, operate from standards not stress.

Every Dead Loan Deserves a Rescue

Vickie’s origin story — from the moment a banker called her his “loan rescuer” to building the first brand around it.

FAST FACTS

20+

Years in lending

\$1M+

Deposits preserved per rescue

8

Code Yellow loan emergencies covered

30 min

Ideal episode length

Vickie Bouffard

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