

Commerce Bank Mortgage Adds Relationship Growth Manager to Team

John Blair to develop and nurture referral sources to expand mortgage business.



During a very busy year in 2020 with rates at an all-time low, the Commerce Bank Mortgage team evaluated ways to continue future success. As a result, a new role was created to help develop strategic referral relationships and new revenue growth opportunities for CBM. Today, Commerce Bank Mortgage announces John Blair as the Mortgage Relationship Growth Manager.

Blair has been with Commerce for more than five years and has more than 25 years of experience in the residential lending industry. His strong connections with industry and community leaders throughout the Midwest empowers him to develop key strategic connections. In his new role, Blair will build relationships and cultivate leads with key referrals and will transfer customers to Commerce Bank's mortgage originators to manage the homebuying journey.

"My objective is to add value to the strong relationships we already have with our customers and attract new customers to Commerce Bank," said Blair. "I look forward

to providing value to businesses to help them develop or expand relocation programs for new employees and to establish customized residential lending solutions. The opportunities are limitless and now is the best time to provide this type of service while the housing market is hot."

In addition to providing value to our existing customers, Blair is cultivating relationships with Realtor® groups, home builders and developers, and other industry participants that would benefit from access to the broad product set and excellent service Commerce Bank Mortgage provides.

"Our value proposition is 'Mortgage made simple. Stress less. We've got this.', and having John lead the relationship growth efforts for the bank is another opportunity for us to fulfill our value proposition in the communities we serve," said Jeff Gerner, president of Commerce Bank Mortgage.

To learn more, contact John Blair at john.blair@commercebank.com.

