

Will Tullos, President of Reliant Mortgage, Top 40 under 40, National Mortgage Professional Magazine 2022

40 UNDER 40
2022

Will Tullos



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Founder & President
Reliant Mortgage

What makes the mortgage industry exciting and fun?

The people that you meet are one of a kind. It's hard to find so many self-motivated individuals in one industry. The ever-changing of the day also allows for problem-solving opportunities amongst team members and partners. It's one of the few places you can work remotely but feel like you have your team by your side.



What significant changes would you like to see from the mortgage industry in 2023?

I would like to see the industry stop overhiring and being more conservative and strategic about their plans when they anticipate a surge in business. It's tough to see all the members in the industry who are unfortunately out of a position due to over hiring by giving out large bonuses and overpaying their team members knowing once a refi boom is done, they would plan to relieve them of this position. I think if companies could come together and create a true pay scale for positions recognizing that even if things slow down, you can maintain the positions until it grows again would be better for the people in the long term rather than creating an instant gratification and false promises. Our company can say that even though our business has dropped a good percentage at its peak, we have been able to maintain our operations and doing everything possible to do so.

Recognizing The 40 Under
40 Making Their Mark

National Mortgage Professional salutes the

New Orleans, Louisiana Dec 14, 2022 ([IssueWire.com](https://www.IssueWire.com)) - Will Tullos has been in the mortgage industry for going on 15 years. He established Reliant Mortgage which was based out of Baton Rouge, LA, but recently moved to New Orleans, IA. His team has steadily produced more than 150% of growth every year and Reliant Mortgage was named to INC 5000 fastest-grown private company two years in a row, in 2021 and 2022. Will was also selected for Forbes Finance Council in 2022.

For Will, culture is a vital element in establishing a winning team with team members. He makes certain that he has answered every single question the team may have. He has built his culture on Communication, Efficiency, Hard work, Commitment, Better Together, Adaptability, and Deadline Driven. These values help set a standard of what will help the team members be successful at Reliant Mortgage.

Since establishing Reliant Mortgage in 2013, Will has developed approximately 75 Loan Officers and Operation team members who did not have any experience in the industry. He has helped build a winning team that hovers to this day at around 40 team members. Some team members went on to start their own brokerage while others move to different lenders to grow their knowledge.

A lot of these successes that he has been having in a competitive market are due to the time he served as a military officer in the Army Reserve where he was able to develop a leadership team.

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