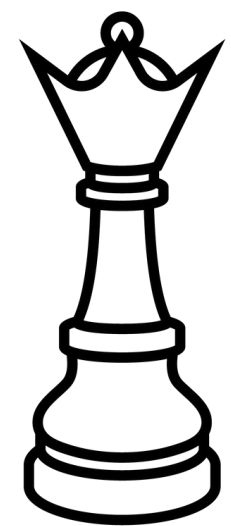


# The Academy

Lesson 3

Mastering the deal



**THE ACADEMY**



# RECAP OF LESSON 2: SCHEDULE & TIME MANAGEMENT

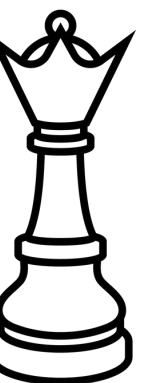
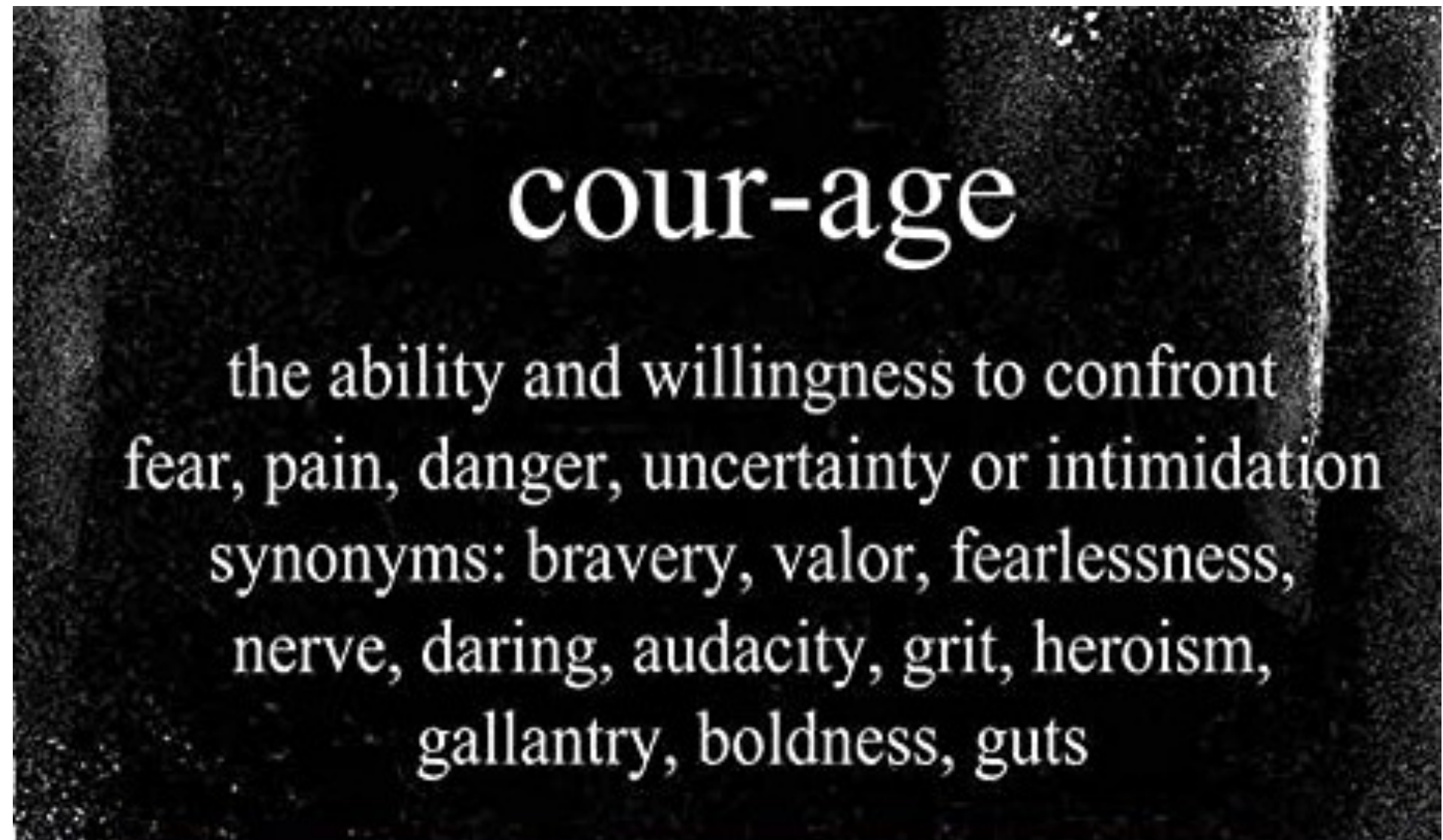
4 AM	GYM	
5 AM		
6 AM	EMAIL SCRUB	
6 AM	Coffee & Podcasting	
7 AM	origination preparation	
8 AM	call 84 past pre approvals	
9 AM		
10 AM		
11 AM		
12 PM	Email & Lunch	
1 PM	Pipeline Mgmt	
2 PM		
3 PM	COMMUNICATION "call & text back"	
4 PM	"FIXES & ISSUES"	
5 PM	RETURN ALL EMAILS	

# WILL YOU JUST GO FOR IT?

CAN YOU BE SOMEONE WHO GOES FOR IT?

Q:WHAT DOES THAT EVEN MEAN?

A:HAVING COURAGE



# First off....

# HAVE THE GUTS TO GO FOR IT!

**When you have tired mornings.....will your goals be big enough to wake you up?**

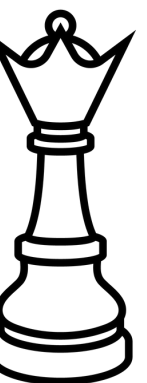
**When you get rate shopped.....will you let the client know that you are so much more than a rate?**

**When an agent blows you off or makes you feel less than.....will you lean in and express your value?**

**When a client tells you they aren't ready.....will you ask to find out what their next move is?**

**When you have to go back to the borrower for 1 more condition.....will you go back to the client with authority?**

**When others complain.....will you block it out and originate?**



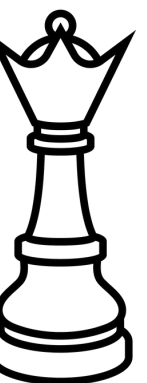
# MASTERING THE DEAL

**Q: What does it mean to master the deal?**

**A: To be in control of the parts of the deal you can be in control of and let the parts go that you can't**

## 5 STEPS TO MASTERING “or controlling ” THE DEAL

1. Control your time
2. Control your originations
3. Control your ask
4. Control your communication
5. Control your “after close” follow up



# STEP 1: CONTROL YOUR TIME

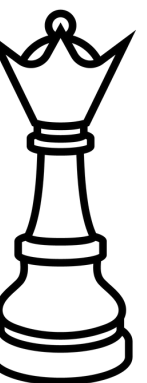
“You are what you consistently do.” – Aristotle

You are what you do most, so what do you do most?

1. Process Paperwork
2. Check Emails
3. Chase Agents
4. Fix Loan Problems
5. Qualify Borrowers
6. Complain
7. Originate



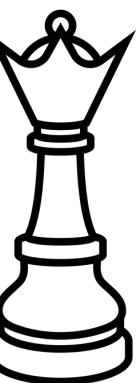
If you want to be a master originator, control/focus your time on originating



# STEP 1: CONT.....

## What do the best of the best originators do?


- 1) Gets up early and wins the morning
- 2) Sets a daily goal
- 3) Clears their plate before the day starts
- 4) "Green Time" sells until noon
- 5) Builds a team "I sell. You support"
- 6) Manages "in process files" after sales
- 7) Returns all communication, and does all follow ups before end of day

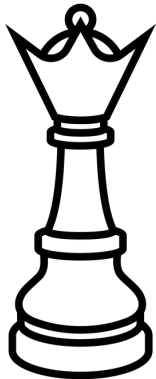




# STEP 2: CONTROL YOUR ORIGINATIONS

## Daily Rent

ACADEMY DAILY RENT\$\$\$	Daily Rent				
	What is your yearly goal?:	1,000,000			
	Average Earnings per file?:	5,000			
	# of Closings Needed	200			
	Apps Per funding (1/5 default)	0.2			
	# of Applications	1000			
	Days worked per year	250			
	DAILY RENT		4	YES'S	



# STEP 3: CONTROL YOUR ASK

## How do most originators ask for more business?

- I'm here if you need me
- Can you think of anyone else who I could help?
- Do you have any other needs?
- I'll call you if rates go down



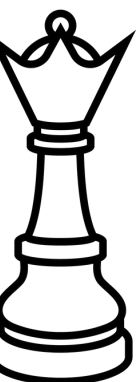
## How do you control your ask?

### 1) At closing

"It was a pleasure helping you, and I'm thrilled to be your lender for life. Can I ask you a question? What siblings do you have that I can help? What friends do you know that own a home that you can introduce me to?"

### 2) Ongoing

"What's your next move?" Log it in the family bank, follow up on that move!



# STEP 4: CONTROL COMMUNICATION

## \*TEAM COMMUNICATION\*

#1 Complaint from your team, “MY LOAN OFFICER ISN’T ORGANIZED.”

### Control your team

#### **1) Give your team a morning to-do list/priority list**

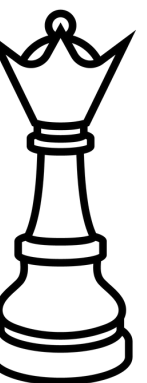
\*if you don’t have your own team, give your processor a priority list

\*if you don’t have your own processor, make yourself an in-process hot list

#### **2) Hold your team accountable**

\*get them to turn in their daily notes, which you review

\*clear all emails by day end, so you address all their emails



# STEP 4:CONT...CONTROL YOUR COMMUNICATION

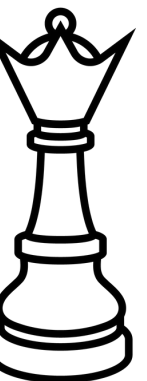
\*AGENT COMMUNICATION\*



#1 complaint from all realtors, “MY LOAN OFFICER DOESN’T COMMUNICATE”

## Control your agents

- 1) Send Monday AM texts (agents, borrowers, escrow)
- 2) Call back in the afternoon with authority
- 3) Realize you work for yourself, not agents
- 4) Ask for more time early, when you ask, ask, then shut up.....
- 5) Realize the long tail is your client for life and produces a 10% annual turn over



# STEP 4: CONT...CONTROL YOUR COMMUNICATION

\*COMPANY COMMUNICATION\*

#1 Complaint from the organization, "THE LOAN OFFICER ISN'T KIND"

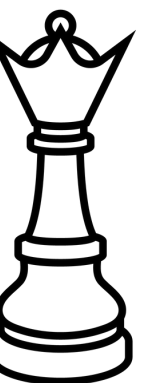
Control your organization

Underwriters, Secondary, Doc Drawers, Funders, Managers, Owners

\*thank them for everything

\*build friendships

\*show appreciation



# STEP 5: CONTROL YOUR “AFTER CLOSING”

## Used Car Salesman vs Wealth Manager?



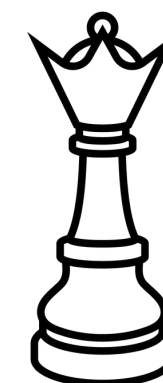
### SALESPERSON

- >Only calls when there is a special or a deal
- >Does not call to make sure the investment is working out well
- >Does not address any additional needs
- >Does not keep notes on what they learned about the customer
- >The next- new sale is more important than historic customer
- >Doesn't ask for or get referrals
- >Doesn't send any valuable content after closing



### WEALTH MANAGER

- >Calls just to check in, no agenda
- >Calls after closing to make sure the investment is working out well
- >Always address any additional needs
- >Keeps notes on what they learned about the customer
- >Continues to service and sell to past clients
- >Lives for or to get referrals
- >Sends valuable info or content after closing







# COURAGE

**RECAP!!! MASTERING THE DEAL IS ABOUT HAVING THE COURAGE TO TAKE CONTROL**

**MASTER YOUR TIME BY TAKING CONTROL OF YOUR DAY**

**MASTER YOUR ORIGINATIONS BY TAKING CONTROL & SELLING MORE OFTEN**

**MASTER YOUR ASK BY MAKING THE ASK AND FINDING OUT THE NEXT MOVE**

**MASTER YOUR COMMUNICATIONS BY CONTROLLING THE CONVERSATION**

**MASTER YOUR "AFTER CLOSE" BY CONTROLLING THE CLIENT FOR LIFE**



**WE CANNOT  
CONTROL  
THE WIND,  
BUT WE CAN  
DIRECT  
THE SAIL**

””





LET'S KEEP COMPETING!

## 3 categories

**Content, Contacts, Closings**

Don't forget to submit your numbers  
to us each month.

No matter how big or how small!

Submit your numbers through the  
Academy Number portal each month.

