



HIGH TRUST
A TODD DUNCAN COMPANY

Business Building Diagnostic

Review each of the questions on the diagnostic. As you review each of the elements, answer with a check mark in either the yes or no box. For every no, develop a strategy for success with your coach.

1. Do you have a business plan for the next 12 months?

Yes No

Part A

- ▶ Do you know your dollar-closing goal?
- ▶ Do you know your dollar closings units goal?
- ▶ Do you know your dollar originations goal?
- ▶ Do you know your dollar originations units goal?

Part B

- ▶ Do you know your application volume needed...?
- ▶ Per quarter?
- ▶ Per month?
- ▶ Per week?
- ▶ Per day?

Part C

- ▶ Do you know the daily referrals needed to get your apps?*

*How many people based on your pre-qual consultations to applications ratio do you need to speak with per day to get the number of applications you need to hit your goals? _____

Part D

- ▶ Do you know how many pre-qual consultations you want per referral client per month?
- ▶ Have they committed to giving you this number? *

* If they haven't, how can you build a consistent business?



High Trust Diagnostic (continued)

Part E

- | | Yes | No |
|--|--------------------------|--------------------------|
| ▶ Do you have a target marketing plan to get the right number of referral partners to fulfill D? | <input type="checkbox"/> | <input type="checkbox"/> |
| ▶ Have they committed to giving you this number? | <input type="checkbox"/> | <input type="checkbox"/> |
| ▶ Do they have a plan? | <input type="checkbox"/> | <input type="checkbox"/> |

If they don't and you want to work with them this year, you should help them establish a plan and then all communications and dialogs over the year would focus on making that plan work. If their plan works, then so will yours.

NOTE: Parts C, D, and E are the most overlooked parts of business planning in the mortgage business today!

2. Do you have a system for evaluating your performance?

Too many mortgage originators are spending too much time working in their business. The successful mortgage originators follow this line of questioning:

- | | Yes | No |
|--|--------------------------|--------------------------|
| ▶ Am I working "on" my business rather than simply "in" it? | <input type="checkbox"/> | <input type="checkbox"/> |
| ▶ Am I getting my business to work for me? | <input type="checkbox"/> | <input type="checkbox"/> |
| ▶ Am I getting other people to help work my business for me? | <input type="checkbox"/> | <input type="checkbox"/> |

Recommendation: Spend one hour per day evaluating the areas of your business that need fine tuning and then go to work fixing them.

3. Are you evaluating borrower satisfaction prior to closing?

The time to evaluate how you are doing with your customers is before they pay you for the services you have performed. When they close, there will be a permanent memory in their minds as to how you did, good or bad. If it is bad, you should fix the perception before closing. This is critical because of the future asset value of

that customer:

- | | Yes | No |
|---|--------------------------|--------------------------|
| ▶ Do you think in terms of 5-year cycles? | <input type="checkbox"/> | <input type="checkbox"/> |
| ▶ Are you getting at least 4 referral/repeat loans from that borrower during the cycle? | <input type="checkbox"/> | <input type="checkbox"/> |
| ▶ Have you determined how much that 1 customer is worth during the cycle? | <input type="checkbox"/> | <input type="checkbox"/> |
| ▶ Have you multiplied that number by the number of satisfied customers? | <input type="checkbox"/> | <input type="checkbox"/> |
| ▶ Have you divided that number by 5 to determine your annuity revenue per year? | <input type="checkbox"/> | <input type="checkbox"/> |

Recommendation: Survey three times prior to closing.



High Trust Diagnostic (continued)

4. Are you conducting Partnership Planning Sessions with your Partners?

Yes No

If you are not in touch with your primary clients, you are out of touch. Most mortgage originators do so much to get a new relationship going but then don't continue with the same commitment to keep it flowing.

You should be meeting with your referral clients not less than monthly and working on these three questions together:

- ▶ What can we do to increase our partnership efficiencies?
- ▶ What can we do to increase our lead generation effectiveness?
- ▶ What needs do you have or anticipate having in the future that I need to meet?

5. Are you asking your Partners the six weekly lead generation questions?

Yes No

- ▶ Who have you met in the last 7 days who you would like to sell real estate to or for, and who you are not sure they are going to use you?
- ▶ Who do you plan on showing property to in the next 7 days who I should speak with to make sure we optimize their purchasing power?
(In both of the above questions: Make the outbound call, cross-sell the Agent and schedule a pre-application conversation.)
- ▶ What are your open house plans for the next 2-4 weeks that I can help you create a success strategy for?
- ▶ What Buyers have you closed in the last 30-60 days for whom you have not hosted a house warming party?
- ▶ What Agents trust you who aren't having a great lender experience who I could contact using your referral?
- ▶ Do you have any listings that are not moving as fast as you would like? Why? (Optional for Renovation Opportunities)

6. Are you consistently cross-selling for additional relationships?

Yes No

Every loan has up to 8 additional sources that can bring you future business, and these are the easiest to target because you can use the performance on this loan to secure an appointment. You should be cross-selling:

- ▶ The Listing Agent/Builder
- ▶ Any advisors like financial planners, CPAs, etc.
- ▶ Corporations and Human Resource Directors
- ▶ Associations



High Trust Diagnostic (continued)

7. Are you consistently asking for borrower referrals at point of sale (POS)?

Yes No

No description necessary here. Simple truth is that most mortgage originators lose thousands of dollars every month because they do not have a POS referral script in place.

8. Do you have a 90% “pull-through” from application to closing?

Yes No

Quality is king! Do it right or do it over. A loan that doesn't fund might be a loan that should have never been originated. The best producers fund in excess of 90% of their loans. Bad loans always get worse. Good loans rarely get better.

9. Does every sales call move a relationship to a higher level?

Yes No

Before you call on a prospect, do you first develop a purpose for that call?

10. Have you perfected your scripts and dialogs?

Yes No

Thousands of dollars are lost every month because mortgage originators don't know what to say in critical selling situations. You should have pre-prepared scripts and dialogs in the following areas:

- ▶ Inbound shopper
- ▶ Inbound referral
- ▶ Outbound referral
- ▶ Approaching new prospects/appointment setting
- ▶ Interviewing and presenting
- ▶ Managing objections
- ▶ Engaging relationships

11. Do you have a predictable sales process that produces consistent results?

Yes No

When a customer says yes to do business with you, do you know why they did? If you don't know the specific needs that a customer has, their saying yes is only a matter of luck, not skill. No other skill is more important in selling than mastering the High Trust Client Interview.

12. Do you work by appointment with your referral prospects rather than showing up?

Yes No

Organize your day by organizing your call schedule. See your referral prospects on a pre-arranged appointment basis.



High Trust Diagnostic (continued)

- 13. Have you attained maximum efficiency with:**
- | | Yes | No |
|---|--------------------------|--------------------------|
| ▶ A quality-based business? | <input type="checkbox"/> | <input type="checkbox"/> |
| ▶ Daily Time Blocking? | <input type="checkbox"/> | <input type="checkbox"/> |
| ▶ Dollar productive vs. non-dollar productive activities? | <input type="checkbox"/> | <input type="checkbox"/> |
| ▶ Loan Application speed and quality? | <input type="checkbox"/> | <input type="checkbox"/> |
| ▶ Phone skills? | <input type="checkbox"/> | <input type="checkbox"/> |
| ▶ Is at least 80% of your day spent making money? | <input type="checkbox"/> | <input type="checkbox"/> |

- | | Yes | No |
|--|--------------------------|--------------------------|
| 14. Do you have an assistant? If not, why not, and when will you? | <input type="checkbox"/> | <input type="checkbox"/> |
| ▶ Key #1: Be Knowledgeable about the Business | | |
| ▶ Key #2: Create and be efficient by yourself first | | |
| ▶ Key #3: Begin to delegate things that reduce your time for profit | | |

- | | Yes | No |
|--|--------------------------|--------------------------|
| 15. Have you diversified your business into multiple pillars? | | |
| ▶ Realtors/Builders? | <input type="checkbox"/> | <input type="checkbox"/> |
| ▶ Affinity/Advisor/Corporations? | <input type="checkbox"/> | <input type="checkbox"/> |
| ▶ Past customer marketing? | <input type="checkbox"/> | <input type="checkbox"/> |
| ▶ Consumer Direct? | <input type="checkbox"/> | <input type="checkbox"/> |

Do you have at least 5 alternate lead generation strategies in place?

	<input type="checkbox"/>	<input type="checkbox"/>
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- | | Yes | No |
|--|--------------------------|--------------------------|
| 16. Do you consistently follow-up with all buyers systematically who have not applied with you? | <input type="checkbox"/> | <input type="checkbox"/> |

- | | | |
|--|--------------------------|--------------------------|
| 17. Do you have a marketing plan in place for as far out as two years for buyers who have not applied with you? | <input type="checkbox"/> | <input type="checkbox"/> |
|--|--------------------------|--------------------------|

- | | | |
|--|--------------------------|--------------------------|
| 18. Are you spending at least one hour a day learning your trade? | <input type="checkbox"/> | <input type="checkbox"/> |
|--|--------------------------|--------------------------|

- | | | |
|---|--------------------------|--------------------------|
| 19. Do you do at least 2 site visits a year? | <input type="checkbox"/> | <input type="checkbox"/> |
|---|--------------------------|--------------------------|

20. What are the top 3 things that are most important to the growth of your business? Plan?

21. Why are these important to you? What will they give you? What will they do for you? Plan?
