



Success & Broker.

The Vitality of Preparation - Mortgage Broking



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Success as a Self-Employed Broker hinges on meticulous preparation. The journey is outlined in three critical stages:

- ✓ Find your lead flow
- ✓ Work your workflow
- ✓ Manage your deal flow

Yet, achieving this is a challenge often encountered due to inadequate upfront preparation. Here's a guide to fortify your foundation for success.



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Section 1: **The Vitality of Preparation**

1. Budget Proforma

Understanding your financial landscape is pivotal. Consider:

- ✓ Expense Allocation: Identify essential expenditures and funds earmarked for achieving yearly targets.
- ✓ Revenue Targets: Set clear financial goals and understand the funds required to attain them.
- ✓ Yearly Projections: Develop a detailed budget plan, foreseeing expenses against projected income.

2. 12-Month Plan with 90-Day Strategies

Operational success thrives on strategic implementation. Focus on:

- ✓ Setting Goals: Establish specific, achievable targets for the year.
- ✓ 90-Day Projects: Break down annual goals into manageable, accountable 90-day strategies.
- ✓ Review and Adapt: Regularly assess progress, adjust strategies, and maintain accountability.

3. Capital Injection

Identify the financial resources needed to actualise your plan:

- ✓ Resource Assessment: Evaluate the minimum capital required to execute your 12-month plan effectively.
- ✓ Financial Stability: Ensure a stable financial foundation for sustained operations and growth.

4. Account Setup

Establishing accounts for essential purposes is crucial:

- ✓ Clawbacks and Reserves: Allocate funds for clawbacks, emergencies, and business contingencies.
- ✓ Marketing and Recruitment: Budget for lead generation, marketing initiatives, and team expansion.
- ✓ Tax Obligations: Prepare for tax payments and ensure compliance with legal obligations.

5. Reverse Engineering

Visualise success by working backward:

- ✓ Defining Goals: Set monthly targets based on settlements, approvals, applications, appointments, and daily lead flow.
- ✓ Strategic Planning: Develop action plans aligned with achieving these predefined goals.

Section 2: The Tactical Approach

1. Monthly Outcomes

Tracking essential metrics is key to monitoring progress:

- ✓ Settlements: Predict average loan sizes using aggregator data for more accurate forecasts.
- ✓ Approvals and Applications: Implement the one-touch rule to measure efficiency.
- ✓ Appointments and Lead Flow: Prioritise daily lead activities and measure their impact.

2. Client Engagement Race

Efficiently navigate client interactions through key stages:

- ✓ Booking Appointments: Leveraging short phone calls to secure meetings.
- ✓ Power of 45: Ensuring productive, informative appointments with clients.
- ✓ Recommendation Findings and Application Process: Streamlining the application process for smoother approvals and settlements.
- ✓ After Care and Maintenance: Establishing ongoing client relationships for future opportunities.

Conclusion:

Your journey demands meticulous planning and execution. Embrace self-belief and purpose as you embark on this path to success.

Preparation is the catalyst for self-belief, and with purpose, it propels us towards our aspirations.

**Ready to craft your path to success?
Book a discovery call today.**