

*HOW TO
PREPARE FOR
THE FUTURE OF
MORTGAGE*



THE ACADEMY

“MAKING MILLIONAIRES”



WINNING VS LOSING



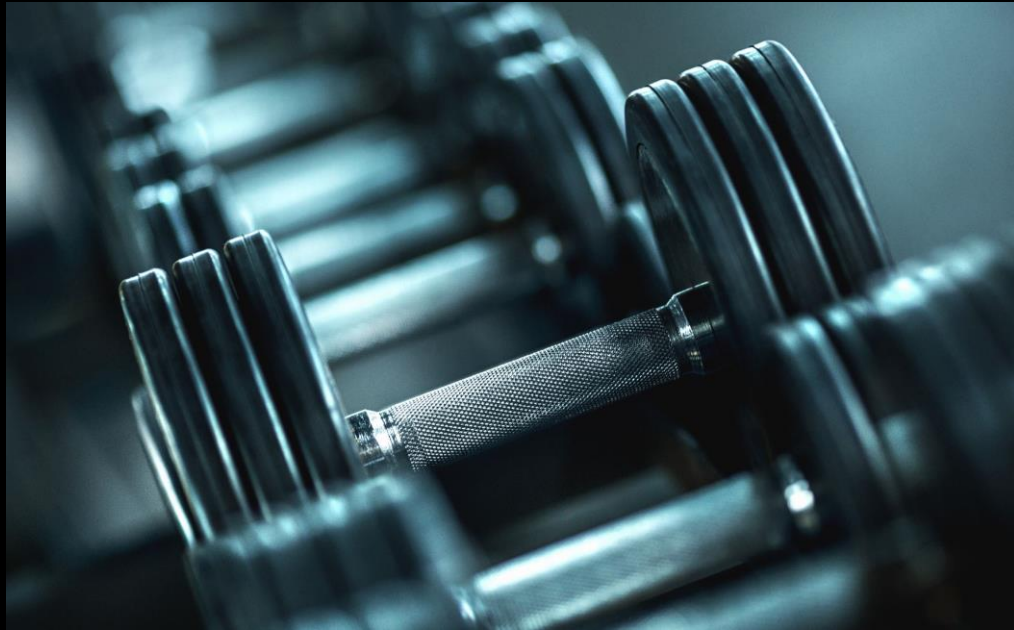
Why do some people WIN, and others LOSE?

- Preparation, preparation, preparation

Jordan built his fundamentals — whether they be free throws, defense, or passing — through practice. “The only way to relieve that pressure is to build your fundamentals, practice them over and over, so when game breaks down, you can handle anything that transpires,” he told ESPN

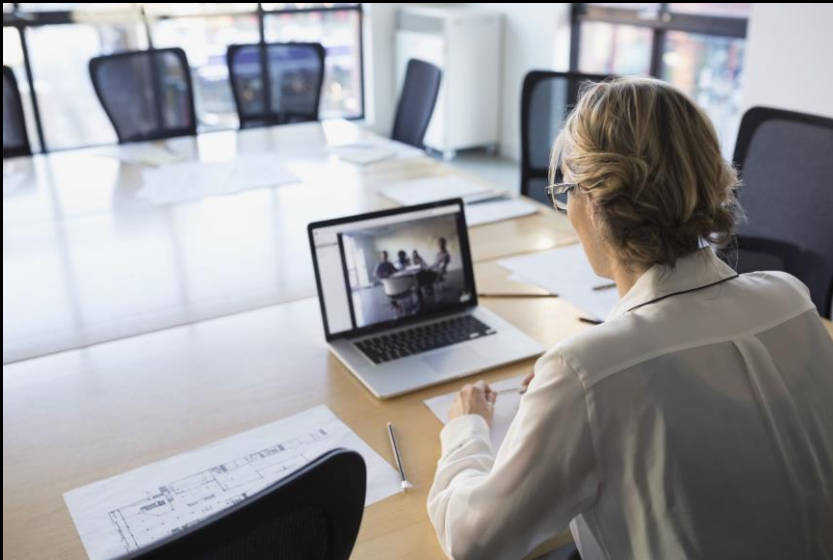
Are you prepared for the future???????

Consider...getting great takes work



- A boxer prepares 7 hours for every 1 minute in the ring?
- Average attorney spends 300 hours studying for LSAT, 400 hours studying for bar. 700 total hours. 1 month non-stop studying for 12 hr test.
- Usane Bolt spent 2,190 hours training for a 9.5 second race
- The 10,000 hour rule says it takes 10,000 hours to become an expert at anything
- * The average LO spends 20 hours to get licensed and very little time after working on sales, marketing, branding or innovating.....
- Will you become a grand master at mortgage or at what you do?

Are you preparing for the future?



- Developing your own website/online presence?
- Putting out daily content?
- Branding yourself?
- Adding every person you connect with to Cell, Social CRM?
- Omni Channel Marketing?

Or...Are you scarily relying on 1-2 sources for business? Not building a real CRM? Not putting out content? Not developing your own OMNI marketing Chanel ONLINE?

The Future is all about Grandmasters



- **Description**
 - Grandmaster is a title awarded to chess players by the world chess organization FIDE. Apart from World Champion, Grandmaster is the highest title a chess player can attain.
 - Chess Grandmasters can calculate **25-30 moves** ahead
- Are you preparing to be a Grand Master? Are you thinking ahead?
- IF SO WHAT'S YOUR NEXT MOVE?

The Future is all about Grandmasters



Here are the moves I see ahead:

- 1) Video Marketing will be the #1 source of future marketing. Clients want to watch who they're working with.
- 2) Online personal branding is essential, you won't be found without one
- 3) Open Houses won't be common
- 4) Offices will no longer exist, your cell will be your computer
- 5) Clients will zoom or facetime you vs meeting in person
- 6) People will apply thru applications on your social media
- 7) Rates will be a pretty level playing field
- 8) All docs will be cloud based and loans will close in 7 days, w little underwriting
- 9) Grand Masters will make 5Million per year
- 10) Only 20% or originators will be left

**BONUS- PEOPLE WILL STILL WANT PERSONAL GUIDANCE!
PEOPLE WILL WANT A GRANDMASTER**

LETS TALK AUTOMATION



Home buying automation

- 1) click on a property
- 2) Tour thru VR
- 3) Find a lender online
- 4) Get approved by clicking on that lenders profile and applying, instant Q&A / 1003
- 5) banking, employment, insurance, value instant automation (very few appraisals)
- 6) E submit offer direct to seller
- 7) 7 day inspections, 7 day close, instant title & escrow
- 8) Sign docs w out a notary by E verification- all E sign
- 9) Transfer money
- 10) Get keys

WHERE WILL YOU FIT IN?????

WELCOME TO THE ACADEMY: PREPARE FOR THE FUTURE, TODAY!

Mission: Grow your book, know your book

THE ACADEMY The logo for 'THE ACADEMY' features the text 'THE ACADEMY' in a bold, white, sans-serif font. To the right of the text is a circular icon containing the number '365'. The circle is white with a black outline, and the number '365' is in a smaller, white, sans-serif font. A small black arrow points from the bottom right of the circle back to the top right, suggesting a continuous cycle or 365 days of the year.


LEVELS & HOW TO MOVE UP

THE ACADEMY 

- CRM add on's- CLIENTS FOREVER
- Content Created- VALUE OF CONTENT
- Closings- THE SCORE WILL TAKE CARE OF ITSELF

We learn:

- Build a data base
 - Grow the data base
 - Close the data base

 - BY...BUILDING YOUR ONLINE BUSINESS
- 

LEVELS & HOW TO MOVE UP

THE ACADEMY 

ALL THIS IS INTERACTIVE: LEARN TRUE OMNI CHANNEL MARKETING & BRAND BUILDING

i. Family Bank:

ii. Referrals

Partners

clients (pre & post closing)

iii. Social Media for mortgage 3 PARTS FOR EACH

<CREATING CONTENT & POSTING CONTENT, ENGAGING, RUNNING ADS>

– Instagram

– Facebook

– Linked in

– You Tube

iv. WEBSITE

v. Voice drops

vi. Text drops

vii. Move entire list to email & email marketing

viii. Newsletter w giveaway templates

ix. Email marketing

x. High level social media niche's

xi. Direct Mail



HOW WE'LL COMPETE

THE ACADEMY 365

THE ACADEMY ³⁶⁵ LEVELS & REWARDS

ORIGINATOR

5	SOCIAL MEDIA POSTS
10	CLOSED LOANS
100	NEW IN CRM
REWARD	1 FREE MONTH OF BUSINESS ACADEMY

CLOSER

10	SOCIAL MEDIA POSTS
20	CLOSED LOANS
200	NEW IN CRM
REWARD	FEATURED IN MONTHLY NEWSLETTER

EXPERT

25	SOCIAL MEDIA POSTS
50	CLOSED LOANS
500	NEW IN CRM
REWARD	BUSINESS ACADEMY SWAG PACKAGE

EXECUTIVE

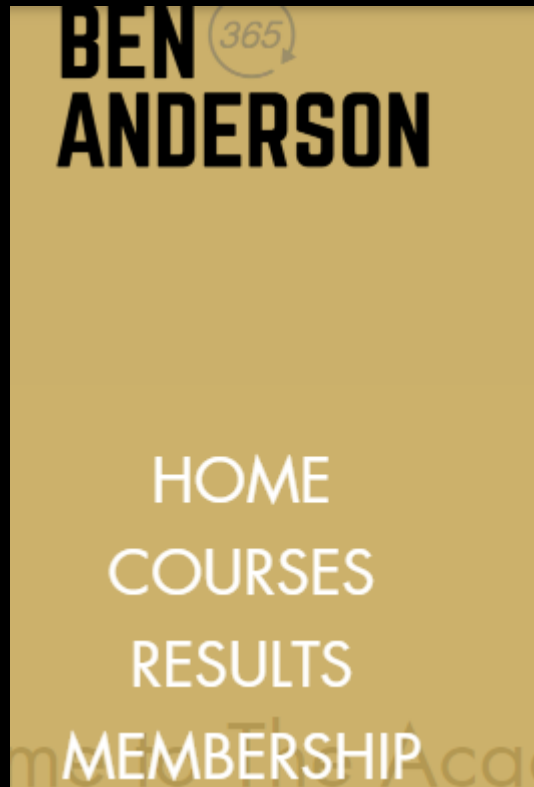
50	SOCIAL MEDIA POSTS
100	CLOSED LOANS
1,000	NEW IN CRM
REWARD	BUSINESS ACADEMY MEDIA PACKAGE

ELITE

100	SOCIAL MEDIA POSTS
200	CLOSED LOANS
2,000	NEW IN CRM
REWARD	SPECIAL INVITE TO OUR VIP RETREAT WITH A FREE 2-NIGHT STAY



NEXT.....



1. WE MEET FIRST & THIRD WED OF EVERY MO
2. 9AM PST – 10AM PST
3. FIRST MEETING IS 6/3
4. FIRST MEETING OF MO IS LESSON / 2ND LESSON Q&A
5. IF YOU AREN'T SIGNED UP: \$97/MO

BenAnderson365.com <MEMBERSHIP TAB>