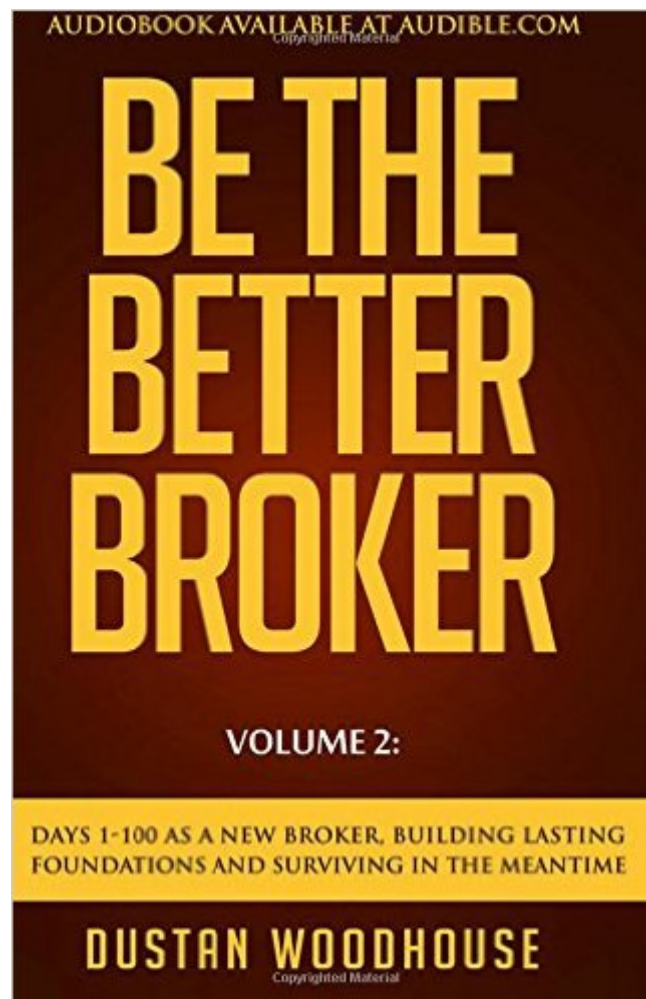


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Be The Better Broker, Volume 2: Days 1-100 As A New Broker, Building Lasting Foundations And Surviving In The Meantime



Synopsis

MORE FILES CLOSED, LESS TIME LOST Volume 2 of Be the Better Broker brings you the essential steps to reach this goal. Whether you are a rookie or an established Broker, this is the guide you need to lay the foundations for long-term success. Author Dustan Woodhouse has packed this book with dozens of tips and lessons gleaned from personal experience processing over 1,300 mortgage files and taking in over 2,000 applications verbally. You'll learn... - The old-school piece of technology that's every broker's best friend - How to have a complete application built by the time the very first phone call ends - When smart brokers decide to walk away from a file - Where to invest your marketing dollars (and where you'd just be throwing that money away) - How to trade cold-calling for warm-calling - How the "paycheque mentality" can sink your business, and what to do about it Every step, every tip, every process is aimed at building long-term relationships with clients and referral partners alike. It's all designed to get you to the holy grail of a referral-only business. Your mantra? Get the application. Here's how to do it.

Book Information

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Customer Reviews

Volume 2 is proving to be just what I need! I'm sure that over and over readers will say: "I wish I had this earlier!" • Now, in my second year of Brokering I'm taking the optimistic stance of Volume 2 of "Eating my failure for breakfast." In movies the second is usually not as good as the first. Not in this book series! Each is great on its own. A chronological guide to the Mortgage Brokering business. Instead of rehashing Volume 1 Dustan nails what the newbie needs to survive and thrive in the first 100 days. Filled with practical, well thought out and researched bite size chapters that leave you feeling complete at the end of a read. I recommend this book to anyone who hopes to be

or is a Mortgage Broker!

Volume 1 was a game changer. For me reading the book right before the Exam was a perfect thing. The book was passed on to me as a gift so i knew nothing about it, I didn't believe it was gonna transform my mortgage broker transition. Boy oh Boy was I ever wrong! Now this is coming from a guy who is not into reading books who like to do things on his own and curve his own path. Looking in hindsight, If i had chosen that path It would have been years before i was going to find some success. Looking forward to read Volume 2.

Dustan nails it on the head with volume 2 of Be the Better Broker. For anyone looking to supercharge their Mortgage business, whether you are in your first year or are a veteran in the industry, this is a must read. The take away's from his books are invaluable. Looking forward to Volume 3 Dustan!

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