

Do You Have What It Takes?

It has been our experience that a successful loan officer will have two or three out of each category. Of course the more attributes they possess, the more likely they are to be a good fit and have success with our company:

Referral: _____ Phone Number: _____

Address: _____ Referred By: _____

Email Address: _____ May we use your name? _____

Business

- Full Time Employment Mentality
- Current following of referral resources
- Database of at least 100 individuals that will refer business
- Strong sales skills
- Track record of success
- Knowledge of real estate industry
- Has completed a marketing plan
- Enjoys solving problems
- Good attention to detail
- Has a sense of urgency

Spiritual

- Has a belief system that creates a moral compass
- Looks at life as opportunities to grow
- Desires to positively impact others
- Has a spirit of abundance
- Looks at the larger picture
- Holds themselves to a higher standard than they hold anyone else
- Practicing a Servants heart... put others first
- Does what they say and keeps promises at all costs. Is a person of Integrity

Financial

- Has a separate source of income
- Has one year in reserves
- Has a position that allows for a lot of time off (firefighter)
- Has a low cost of living
- Has a demonstrated history of meeting financial obligations
- Has a documented history of high income
- Has the ability and desire to invest in their business
- Believes in and practices budgeting

Family

- Has long term relationships
- Has a good relationship with extended family
- Has balance in family time
- Strong family support for their business

Personal

- Maintains a business friendly attire
- Has a professional appearance and is well groomed
- Believes in personal growth
- Is not offensive to most people in language or style
- Works to be their best
- Holds themselves to a high standard
- Keeps a balance in all areas of life
- Enjoys a challenge
- Is slow to react
- Knows what their personal “why” is, and uses it as a motivational factor