

THE LOAN ATLAS MASSIVE ACTION PLAN

“Your **EXPERIENCE** of your life, is not your life.

Your **EXPERIENCE** of your life is the life you **FOCUS** on. What’s **WRONG** is always available and so it what’s **RIGHT.**”

-Tony Robbins

THE PATH OF LEAST RESISTANCE WILL NEVER MAKE YOU PROUD

1. Wake up at 4AM.
2. Stand guard at the door of your mind.
 - Read, podcast, watch, learn a new skill.
 - Study a great role model.
 - Minimum 30 minutes a day & 7 days a week.
3. Work on your business (marketing plan, build TCA, etc.).
4. Strenuous physician activity before 7:30AM. Move the negative energy out!
5. Call every past client until you get them on the phone. What’s new in your life?
6. Call every referral partner until you get them on the phone. What challenges are you facing?
7. Visit every open house (no need to set a REALTOR appointment).
8. Provide every family **ADVICE** over **PRICE**..
9. Solve biggest problems REALTORS are facing right now.

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"Your customers aren't interested in you. They are interested in how you can help them"

-Donald Miller

WHAT DO I SAY TO REALTORS?

- Identify their **PROBLEMS**.
- Show them **EMPATHY**.
- Demonstrate your **AUTHORITY**.
- Give them a specific **CALL TO ACTION**.

1. Housing **affordability** is still a big issue for families that deeply desire to buy a new home but cannot stomach the payment shock from today's mortgage rates.

2. 83% of potential home buyers believe **it's a bad time to buy a home**, according to the Fannie Mae National Housing Survey.

3. Many first-time buyers believe **it's a better financial decision to rent** than it is to buy.

"Solve their problems, become their friends, and ask them to send you clients who ARE frozen and on the fence."

-Josh Mettle

The GENIUS is in the EXECUTION!



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