

Action Plan- First 12 days

Day 1 – The Most Important!

- Start working on Business Plan (*Appendix A*) and complete it in a week. Once completed, set up a one-on-one meeting with your BDM to review to implement.

Day 2 – Prepare to become a trusted mortgage professional

- Read “Welcome Emails” from AKAL Mortgages and Mortgage Alliance. Visit all links; download attachments to review and follow instructions one by one.
- Upload a photo on the agent's website. As well as ensure your name is included in the National Directory. Check by calling **1-877-366-3487** after you are set-up
- Download Mopolo and Brokers Apps on your phone to check rate & calculations.
- Invest in training-- Attend Orientation, Mortgage Boot Camp, Weekly Team Meetings, Special Personal Development and BOSS Trainings.
- Create Social Media Accounts i.e., Facebook Business Page, Instagram, Tik-Tok and LinkedIn (refer to advertising policy).
- Register for underwriting sessions—Part of Mortgage Boot Camp.
- Create your AKAL signature in the email along with your photo.
- Change your office and mobile voicemails to be educational and who you're.
- Attend BOSS training to learn to add names to the BOSS database and set up for regular communication (Autopilot).

Day 3 – Start building your database and generating leads

- By the end of the 12-day aim to have 500 names in your database & Facebook. Start with family, friends, past customers, coworkers, and associates.
- Every day from this point forward, you will be dialling 2 hours/day. Have at least 5 full conversations each day with someone from your database. Practice the scripts. Build a rapport first and then refer to the script (*Appendix D, E, F, G*).
- Update contact information: email address and phone number everywhere on the website, social media etc.
- Finish the call by reminding the person “I am never too busy for your introductions, and I will always give special care to anyone you introduce to me”.
- Keep a log of all calls. You will go over your call log with your BDM/Team Leader at your weekly meeting or one on one meeting. Be sure to include the name, number, feedback on the call, and any action required going forward.

Day 4 – Continue database build/lead generation & download “Mortgage Apps”

- Call database, have 4 full conversations
- Update Facebook account messaging
- Update your database with new contacts
- Update call log
- Get familiar with Mopolo and Broker App, and learn how to use it effectively

Day 5: All mentioned above, and:

- Prepare and practice your elevator pitch. *(Appendix B)*

Day 6: All mentioned above, and:

- Memorize & confidently deliver Frequently Asked Questions. *(Appendix C)*

Day 7: All mentioned above, and:

- Read books: THINK AND GROW RICH by Napoleon Hill; LIFE IS SALES by Gary Ford; HOW TO BECOME A RAINMAKER by Jeffrey Fox; HOW TO MASTER THE ART OF SELLING by Tom Hopkins. Highlight / Underline / Use the information.

Day 8: All mentioned above, and:

- Go to the dollar store and pick up 50 thank-you cards and stamps. You will send these to everyone you speak to on the phone to thank them for their time.

Day 9: All mentioned above, and:

- Prepare for weekly/one on one meetings with BDM/Team Leader. Ensure the call log is completed

Day 10: All mentioned above, and:

- Familiarize yourself with tools on BOSS.

Day 11: All mentioned above, and:

- Learn “How to sell Creditor’s Insurance like a superstar”. Part of mortgage boot camp

Day 12: All mentioned above, and:

- Learn using Purview. Part of mortgage boot camp



Appendix A

Business Plan

Click on following link to download the same

<https://akalmortgages.com/businessplan>

Appendix B

Elevator Pitch-- Develop a Killer Elevator Pitch

YOU MUST KNOW THIS SCRIPT INSIDE AND OUT.....TEST IT! TEST IT! TEST IT!

- A 20 to 30-second memorable description of you, your company, your value proposition and how you are helping your clients to grab prospect's attention.
- The goal is to earn a second conversation, not to convince the person you're talking to they should hire you or buy your solution.
- Keep your elevator pitch goal-oriented (i.e., "I help consumers to start and grow their real estate investment portfolio"), and always end with a business card, share contact info on phone or request to connect on LinkedIn.
- Remember to be engaging and friendly. And practice your pitch, so it's clean, concise, and well-paced.
- So when are elevator pitches effective? When you're talking to a stranger (at a networking event, in line, while riding public transit, or yes, on an elevator), and they ask, "What do you do?" or "Where do you work?"

"I'm a licensed mortgage agent at AKAL Mortgages Inc. where "When we say YES! We stand behind our promise." That's what most consumers know us for. We help consumers to close their real estate deals on time with best mortgage for their needs.

Appendix C

Frequently Asked Questions

You must be able to provide a complete, sound, educated, concise answer to the following questions. YOU MUST TEST YOURSELF ON THESE FIVE QUESTIONS!!!!

1. What is today's best rate?

Well, being a mortgage agent (broker) I have access to all kinds of rates and right now on a 5-year fixed – fully qualified deal I can get a rate of ???%.m However not everyone will qualify for that rate. Rates are dependent on whether your mortgage is insured or not, the LTV, your credit, purchase price along with some other variables. Why don't we get your application started and rest assured, if you qualify for that best rate, it's yours.

2. Should I take a variable rate or a fixed rate?

A fixed-rate means you are locked in for a term (1 to 10 years) and know what your monthly mortgage payments are which will not change until the end of that term. Variable rates are often lower than a fixed rate, normally a 5-year term, however, the payments will fluctuate with changes to the Bank of Canada Rate.

3. Why should I work with a broker/agent?

Options! AKAL Mortgages is known for providing options to its clients. Lenders want to do business with us just from a sheer volume standpoint. We work with banks, mono-lines, credit unions, alternative lenders, B lenders including MICs/private lenders. We will always have a way to get your mortgage done! And, the most important thing at AKAL Mortgages—When we say YES! We stand behind our promise.

4. What is the difference between a closed term and an open term?

Open terms can be paid down or paid out at any time without penalty. Closed terms restrict the amount you can pay down your mortgage annually and will be subject to a penalty if paid out prior to the maturity date.

5. What is the Stress Test?

The government of Canada introduced the stress test a few years ago to ensure Canadians were able to absorb any increase in mortgage rates when they came up for renewal should rates be higher. Basically, you have to qualify on the **higher** of the two; (a) the rate on your contract plus a 2% cushion or (b) the government-set rate (Benchmark) at the time of application.



Appendix D

Sample Success Script— Potential Client

Hello Gary, how are you?

It's (agent's name) calling, I just wanted to quickly reach out and let you know that I have recently made a career change. I have joined AKAL Mortgages as a licensed Mortgage agent where, "When we say YES! We stand behind our promise". . ." That's what most consumers and referrals know us for. We help consumers to close their real estate deals on time with the best mortgage for their needs.

I have joined their (City) office, and am working on a team with one of their top agents in Canada. We work with most Canadian banks, trust companies and credit unions and because of our size, we can usually get you a great mortgage with a very competitive low rate mortgage, at no cost to you. So, if you or anyone you know is looking at getting a mortgage, I would love the opportunity to help you navigate that process.

The reason for my call is to ask permission to add you to our monthly newsletter, so that we can keep you up to date with Market and Housing trends, Interest rate reports, and provide sound unbiased advice on any mortgage transactions you may be considering now or in the future.

As you may be aware Interest rates are currently at historic lows. House prices in most markets have either flattened or come off slightly, making it an ideal time to purchase.

AKAL Mortgages monitors interest rates from every major Canadian Financial Institution daily, and works with you to find you the very best mortgage for your needs.

If you would like a free mortgage review to assess your existing mortgage please let us know and we will schedule an appointment. This is an ideal time to consider consolidating outside debt such as credit cards, or loans to lower your overall monthly payments. Is there any mortgage question that I can currently answer for you?

Make sure you use this call to collect all contact info on the client: Email, cell number, street address, social media feeds, and any interesting notes that you can collect.

Appendix E

Sample Success Script— Referral Source (Realtor)

Hey Gary, how are you?

My name is (agent's name). I'm a licensed mortgage agent at AKAL Mortgages Inc., where "When we say YES! We stand behind our promise." That's what most consumers and referrals know us for. We help consumers to close their real estate deals on time with the best mortgage for their needs.

Are you currently working with a mortgage professional?

If 'Yes': Well that's already a great decision on your part! (then proceed to open conversation)

If 'No' and opening conversation: I would like to tell you how I think I can help you and your clients. I have joined AKAL Mortgages (City name) office, and am working on a team with one of their top agents in Canada. We work with most Canadian banks, monoline lenders and credit unions, and because of our size, we can usually get your client a very competitive low rate and great product. Speaking of products, did you know that:

In the case of divorce, insurers will allow a refinance to support one spouse taking their share of the equity out of the property to purchase another property? This product is referred to as a "Dissolution of Partnership", in fact, this product is also available to parents, friends or partners who originally purchased a property together.

Or,

We're in the business for about 21 years and work with most Canadian banks, monoline lenders, and credit unions, and because of our size, we can usually get your client the information they need and a very competitive low rate and great product moving forward.

Or,

We've great institutional private lenders partners who can help clients to close a mortgage 'sometime in about 24 hours. Not only we can save a deal but at a very competitive low rate and lender/broker fee. And, later can graduate the client to an A or B- lender based on their qualifications.



Being on commission myself I understand the need to partner with the right people and know that your expectations on all levels are aligned.

I'd like to arrange a 15-20 minutes appointment at a time that suits your schedule to sit down and have a further conversation about the opportunity to do some business together and how we can help each other?. How about next Wed at 2:00 pm?

Is there any mortgage question that I can currently answer for you?

Book the appointment

If the realtor declines the opportunity today then proceed with:

I completely understand but I would like to stay in touch should the opportunity arise in the future. Can I ask your permission to add you to my monthly newsletter, so that I can keep you up to date with Market and Housing trends, Interest rate reports and provide sound unbiased advice on any mortgage transactions that your clients may be considering now or in the future?

****Ensure to collect all contact info from this realtor: email, cell number, address, social media feeds and make note of any interesting information or potential future opportunity.**

Appendix F

Sample Success Script— Referral Source (Solicitor)

Hey Gary, how are you?

My name is (agent's name). I'm a licensed mortgage agent at AKAL Mortgages Inc. where "When we say YES! We stand behind our promise." That's what most consumers and referrals know us for. We help consumers to close their real estate deals on time with best mortgage for their needs.

Are you currently working with a mortgage professional?

If 'Yes': Well that's already a great decision on your part! **(Proceed to opening conversation)**

If 'No' and opening conversation: I would like to tell you how I think I can help you and your clients. In some cases of separation/divorce sometimes one spouse wants to stay in the property for stability of the children or in the case of no kids they just like the house and the neighborhood. When clients sell a home with minimal equity, that equity usually gets eaten up in costs and fees. Most people aren't aware that in the case of divorce, insurers will allow a refinance to support one spouse taking their share of the equity out of the property. In normal circumstances refinances are not an option with insured mortgages, but this is the one exception. This product is referred to as a "Dissolution of Partnership." In fact, this product is also available to parents, friends or partners who originally purchased a property together.

We work with most Canadian banks, monoline lenders, and credit unions, and because of our size we can usually get your client the information they need and a very competitive low rate and great product moving forward. When the time comes to sort out the matrimonial home, you can put me in touch with clients and I will look at their current situation and advise both of you of their options and how they can move forward, and of course in most cases this service would be free of charge to you and your clients. I appreciate divorce is a stressful time and having the right professionals in place to assist will only give your client a stronger level of comfort.



I also come across clients that do not have a solicitor in the case of divorce or if your firm has a real estate division the opportunity to assist with closing. I would definitely be in a position to refer to you and advocate for you when the opportunity arose with these clients.

I'd like to arrange a 15-20 minutes appointment at a time that suits your schedule to sit down and have a further conversation about this opportunity to do some business together and how we can help each other?. How about next Wed at 2:00 pm?

Is there any mortgage question that I can currently answer for you?

Book the appointment

If the solicitor declines the opportunity today then proceed with:

I completely understand but I would like to stay in touch should the opportunity arise in the future. Can I ask your permission to add you to my monthly newsletter, so that I can keep you up to date with Market and Housing trends, Interest rate reports and provide sound unbiased advice on any mortgage transactions that your clients may be considering now or in the future?

****Ensure to collect all contact info from this solicitor: email, cell number, address, social media feeds and make note of any interesting information or potential future opportunity.**



Appendix G

Sample Success Script— Referral Source (Financial Planner)

Hello Gary, how are you?

My name is (agent's name). I'm a licensed mortgage agent at AKAL Mortgages Inc., where "When we say YES! We stand behind our promise." That's what most consumers and referrals know us for. We help consumers to close their real estate deals on time with the best mortgage for their needs.

Are you currently working with a mortgage professional?

If 'Yes': Well that's already a great decision on your part! **(Proceed to opening conversation)**

If 'No' and opening conversation: I would like to tell you how I think I can help you grow and maintain your client base. As you are probably aware banks have a mandate to try and get every client into four different product offerings as this has proven to secure clients in the foreseeable future to that bank. I'm sure you already deal with a lot of clients that are capital rich and sitting on way too much equity with rates being so low! Sending clients into their bank to refinance their property for the purpose of investment really does expose your business/portfolio to that bank.

Here's where I think I can help you. AKAL Mortgages is known for its reputation and helping referral source to grow and maintain their businesses. We work with most Canadian banks, monoline lenders and credit unions, and because of our size we can usually get your client a very competitive low rate and great product.

Monoline lenders only service one line of business and that's mortgages. Referring your clients to a monoline would help insulate your portfolio from the banks and retain your database. I would ensure that your clients are referred to a monoline who provide great rates and, in most cases, better service. A big differentiator is also the fact that they don't have posted rates and are very transparent about their penalties.



I also have clients sitting on capital and some with no financial planner. I would definitely be in a position to refer to you and advocate for you when the opportunity arises with these clients.

I'd like to arrange a 20-25-minute appointment at a time that suits your schedule to further discuss this opportunity. How about next Wed at 2:00 pm?

Are there any mortgage questions that I can currently answer for you?

Book the appointment.

If the financial planner declines the opportunity today, proceed with:

I completely understand, however; I would like to stay in touch should a future opportunity arise. Can I ask your permission to add you to my monthly newsletter, so I can keep you up to date with Market and Housing trends, Interest rate reports, and provide sound unbiased advice on any mortgage transactions that your clients may be considering now or in the future?

****Ensure to collect all contact info: email, cell number, address, social media feeds, and make note of any interesting information or potential future opportunity.**

Appendix H

Sample Success Script— Educate the Audience

- **Purpose:** To educate your audience and to create interest in 90 seconds or less
- **Where to use it:** Anywhere and everywhere
- **Key ingredient:** Must tell a story
- **Main goal:** To receive permission to communicate (follow up)

Hello, my name is (insert) and I'm a licensed mortgage professional with AKAL Mortgages Inc. where "When we say YES! We stand behind our promise".

My job is to find you the very best mortgage product with the best interest rate that meets your unique needs. I do this by shopping the market for you and your family, comparing all the offerings from the major banks, trust companies and credit unions.

I love supporting Canadians on their road to homeownership. Especially when interest rates are at an all time low and the economy has stabilized, which means my clients are saving hundreds of dollars per month by refinancing. There has never been a better opportunity to purchase your first place, upgrade your home, consolidate your debt or invest in a revenue property.

The greatest thing about my business is I get to help my clients secure the financing for their family's needs, and give them peace of mind and certainty that they are getting the very best mortgage available today.

And best of all, there is "typically" no cost to you as the bank pays us a fee for doing their legwork and bringing them business.

Do you have a business card?

I would gladly set you up to receive mortgage information through my monthly newsletter and weekly rate minder so we can work together when you are ready. These tools provide you with regularly updated rates from all our lenders, market trends, housing stats and helpful homeowner tips.

Here's my business card. If you would like a confidential review of your existing mortgage, it would be my pleasure to assist you. If there's a better product that's more suited to your unique needs, I'll be able to tell you and you can start saving money right away.