



LOAN OFFICER BUSINESS PLAN WORKSHEET

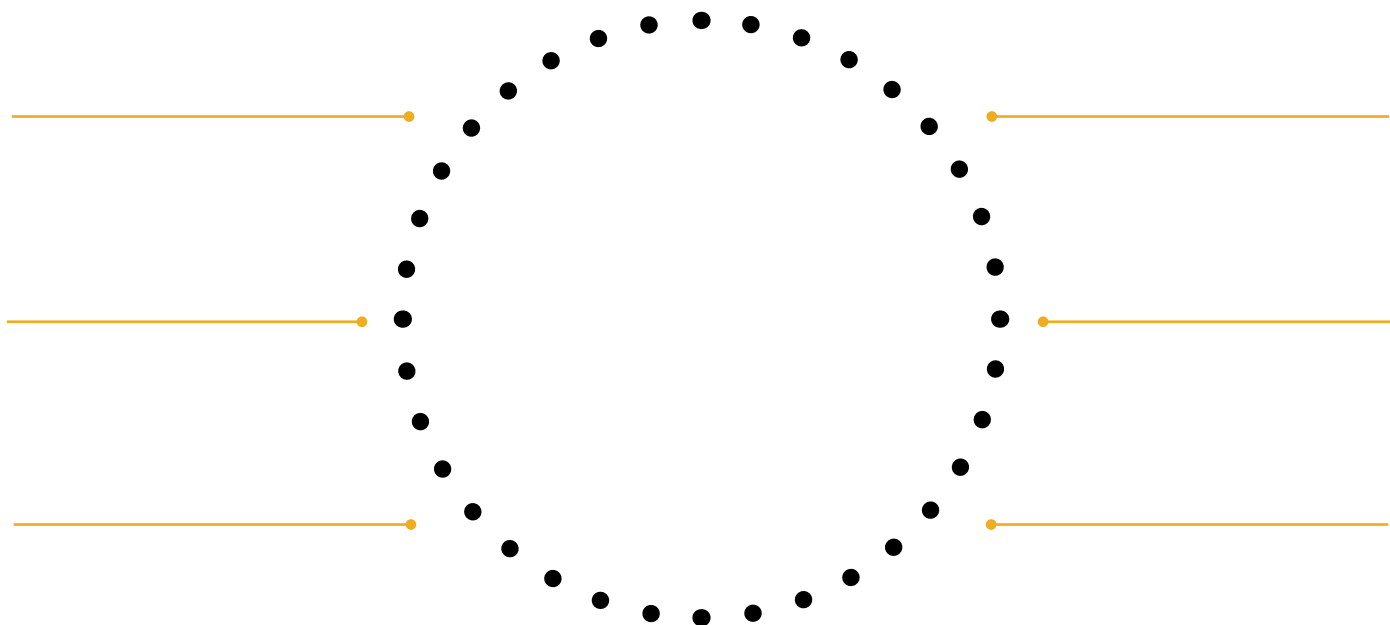
Step 1: KNOW YOUR NUMBERS

During this exercise we will walk you through the process of quantifying your plan, all the way from the number of leads you will need to the number of loans you will need in order to reach your annual income goal.

	Year	Month	Week	Day
1. What is my desired income level?	\$ _____	\$ _____	\$ _____	\$ _____
2. Average commission per loan for the last 12 months	\$ _____			
3. Number of funded loans required (#1 divided by #2)	_____	<div></div>		
4. Average loan amount for past 12 months	\$ _____			
5. What is my dollar closing goal? (#3 x #4)	\$ _____			
6. Funding to application % (should be a minimum of 80% - target of 95%)	_____ %			
7. Calculate the number of applications I'll need to meet my funding goal (#3 divided by #6)	_____	_____	<div></div>	
8. Prequalification to application conversion rate (should be minimum of 25% working toward 75% with DISC training)	_____ %			
9. Number of prequalifications required (#7 divided by #8)	_____	_____	_____	<div></div>
10. Refinance percentage in previous year?	_____ %			
11. Hourly wage (#1 divided by 2,080)	_____			

Record the numbers in the boxes from #3, #7 and #9 on the top of your One-Page Simple Business Plan.

Step 2: MASTER THE DISCIPLINES



What are the mandatory disciplines that will cause you to succeed regardless of market conditions or other factors affecting your performance? Record your disciplines on the above diagram then transfer them to your One-Page Simple Business Plan.

Examples:

- Set 2 appointments with partner prospects weekly
- Partner planning meetings monthly
- Two hours of ON time weekly to practice or learn new skill - same day and time
- Five loyal client calls per day set as a recurring activity
- Monthly P&L review tracking ROI - first Fridays
- Schedule recurring weekly team meetings regarding goals - every Monday at 7 a.m.
- Daily pipeline meetings

Step 3: IDENTIFY THE IMPROVEMENTS

What three to five projects will you implement next year that will change and enhance your business? Prioritize them and assign target completion dates. Record your projects below and then transfer them to your One-Page Simple Business Plan.

1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____

Examples:

- Hire and train an assistant
- Learn to effectively use my database as a CRM system
- Script myself and my team for excellence and create training plan to implement
- Open new branch
- Utilize new technology



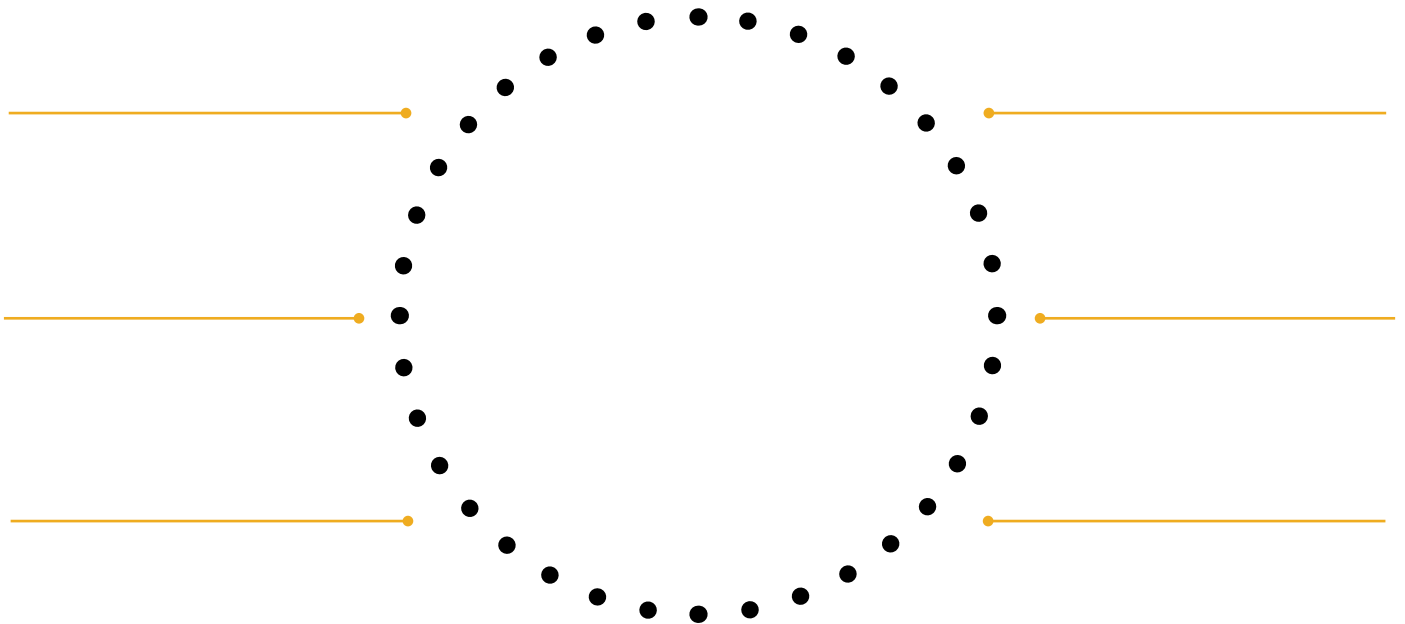
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Step 1: KNOW YOUR NUMBERS

Daily Prequals Weekly Applications Monthly Closings

_____ → _____ → _____

Step 2: MASTER THE DISCIPLINES



Step 3: IDENTIFY THE IMPROVEMENTS

Project List

Target Date

1. _____
2. _____
3. _____
4. _____
5. _____
