

CHURCHILL MORTGAGE 10-POINT PLAN

for Business & Leadership Development

1. Build Your Personal Production with Teams and Systems

Work with Team Building Coach, Jim McQuaig, to accelerate your personal production to your desired levels. Jim is a 30-year mortgage veteran who built his personal production to \$100 million plus a year while working the same hours as a \$12 million dollar producer.

2. Build Your Ideal Loan Officer Team

Work with Team Building Coach, Kevin Jenkins, to identify, hire, and serve an ideal team of loan officers to any size you desire. Kevin is a 30-year mortgage veteran who has spent the last 20 years helping top loan officers and branch managers build high-performance loan officer teams of \$100-\$500 million per year alongside his branch leaders.

3. Become a Leader of Value and Values

Work with Churchill Mortgage's Chief Operating Officer, Matt Clarke, to identify and establish a core set of values you will live by, and to determine how you will deliver value everyday, inside and outside of work, to the people you care about the most in your life.

4. Develop the Heart of a Teacher

Work with Churchill Mortgage's founder and CEO, Mike Hardwick, on how developing the heart of a teacher will prepare you to be the best you can be in every leadership opportunity, no matter how big or how small, that comes your way. "Attitude with Action Is Everything"

5. Servant Leadership

Work with Churchill Advisor and Servant Coach, Cecil Kemp, as he teaches you that being a servant leader is the only way to lead for the best work results and the best life results in yesterday, today, and tomorrow's environment.

6. *Creating a System of Legendary Customer Care*

Work with Karim Davis, a 25-year mortgage veteran, who has had virtually every job in sales and operations. You will create a system that allows you and your sales team to focus on sales activities, while Karim and her team ensures legendary customer care for every single borrower, Realtor partner, and referral source.

7. *Managing and Coaching Your Sales Team*

Work with 30-year mortgage veteran, Jack Depont, and learn to create an environment for all loan officers to improve, produce more, and live a life of higher quality work/life balance.

8. *Branding and Marketing Your Team*

Branding and Marketing Your Team: Work with Churchill Mortgage's Chief Marketing Officer, Whitney Blessington, a 25-year marketing veteran, to help make you and your team the "mayors" of your/their markets. This will include social media, digital marketing, retention programs, referral and media strategies that make sure the team stays top-of-mind for every Realtor partner, referral source, and borrower in your world.

9. *Bringing Value to the Realtor and Referral Community*

Work with Jim McQuaig, Kevin Jenkins, Whitney Blessington, the team at Ramsey Solutions, and more, to identify the best Realtors and referral sources in your market, and then begin bring innovative strategies to help them succeed with programs such as: Home Buyer Edge (an approval system for buyers that not only gets them fully approved, but locks their rate in rising and falling markets. It also pays the seller \$10,000 if the loan does not close due to financing).

10. *High Trust*

Work with nationally-renowned mortgage coach and trainer, Todd Duncan, on how building trust inside and outside your workplace will bring you and your team decades of productive and mutually beneficial relationships and partnerships.



KEVIN JENKINS

VP Sales/Leadership Development

Cell: 617.645.5466

kevin.jenkins@churchillmortgage.com

cmlife.com



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