

# ***BREAKING THROUGH YOUR CEILING***

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**CHURCHILL**  
MORTGAGE®





UNLOCK YOUR POTENTIAL



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# ***SETTING THE STAGE***

- “Being a loan officer is one of the harder sales jobs – **period.**”
- “You have to effectively **manage yourself** before you can manage others.”

Take 60 seconds to think about the ceiling you want to break through today.



# ***GROW YOURSELF***

## *Routines of a high producer*

- Why do I want to break through my ceiling?
- What's on the other side?





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# ***SETH'S CEILING***





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# ***ANDREW'S CEILING***

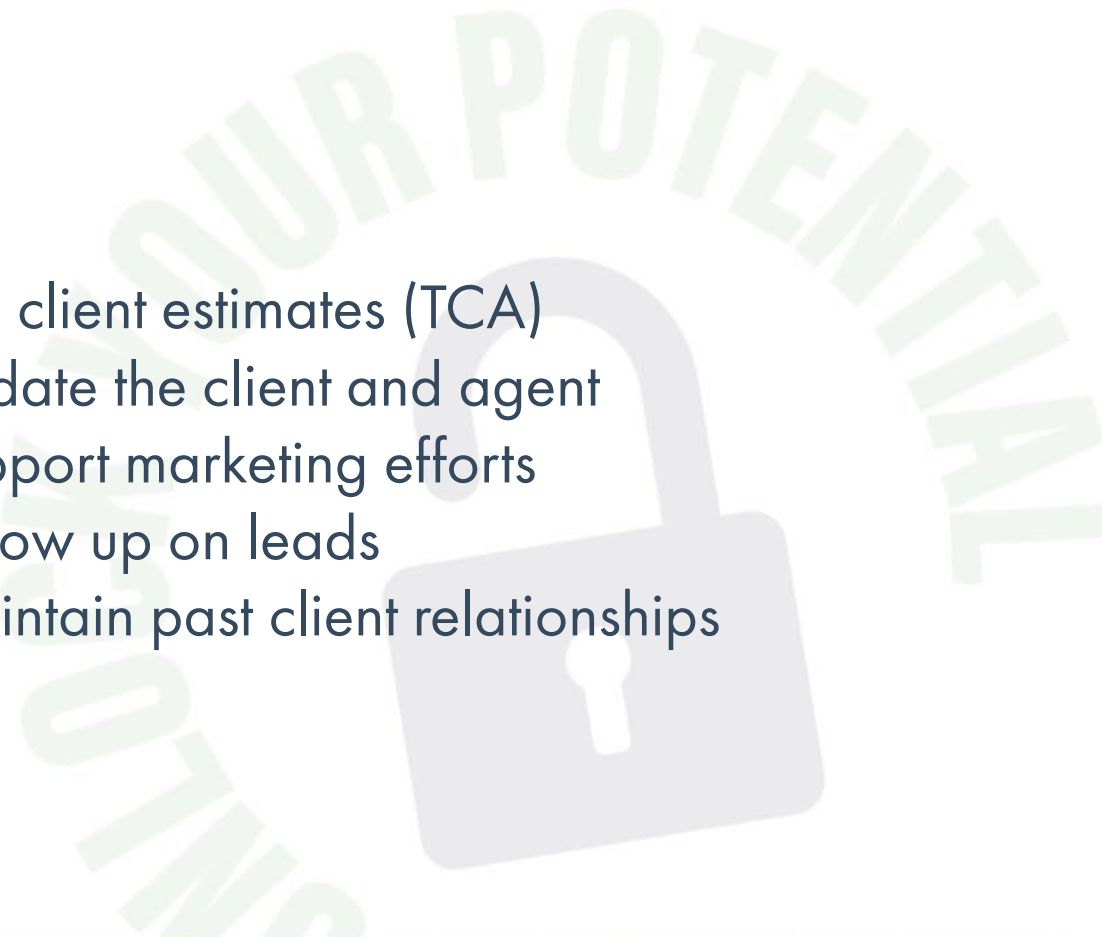


# ***GROW YOUR TEAM***

## ***Your first hire***

Sales support – Here's what they do:

- Gather documents
- Qualify borrowers
- Send out disclosures
- Work with processor to structure and solve problems
- Run client estimates (TCA)
- Update the client and agent
- Support marketing efforts
- Follow up on leads
- Maintain past client relationships



# ***GROW YOUR TEAM***

*When do you hire? What does that process look like?*

- Each hire should help close **5-6 more loans** per month.
- Add sales support after 3 consecutive months of closing 5-6 loans/month.
- Clearly define tasks and responsibility.
- Hire self-starters who take ownership of their role.
- Expect them to be **80% as effective** as you at first.
- Your hires should free up your time for more **outbound activity** and growth.



# ***GROW YOUR REACH***

*Think of yourself as a builder.*

- Use tools like MMI or RETR to target the right people—those who actually close deals.
- Spend more time with referral partners through phone calls, social media, texting, and networking.
- Always be on the lookout for your next opportunity.
- Build, Build, Build!
- Be creative and let your personality shine through your marketing. Have fun and be disruptive.
- YOU ARE IN MARKETING
- Invest in your brand
- Leverage video content to boost your marketing





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***QUESTIONS?***



***THANK YOU!***



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