

billiondollarbroker.me

WORKBOOK 



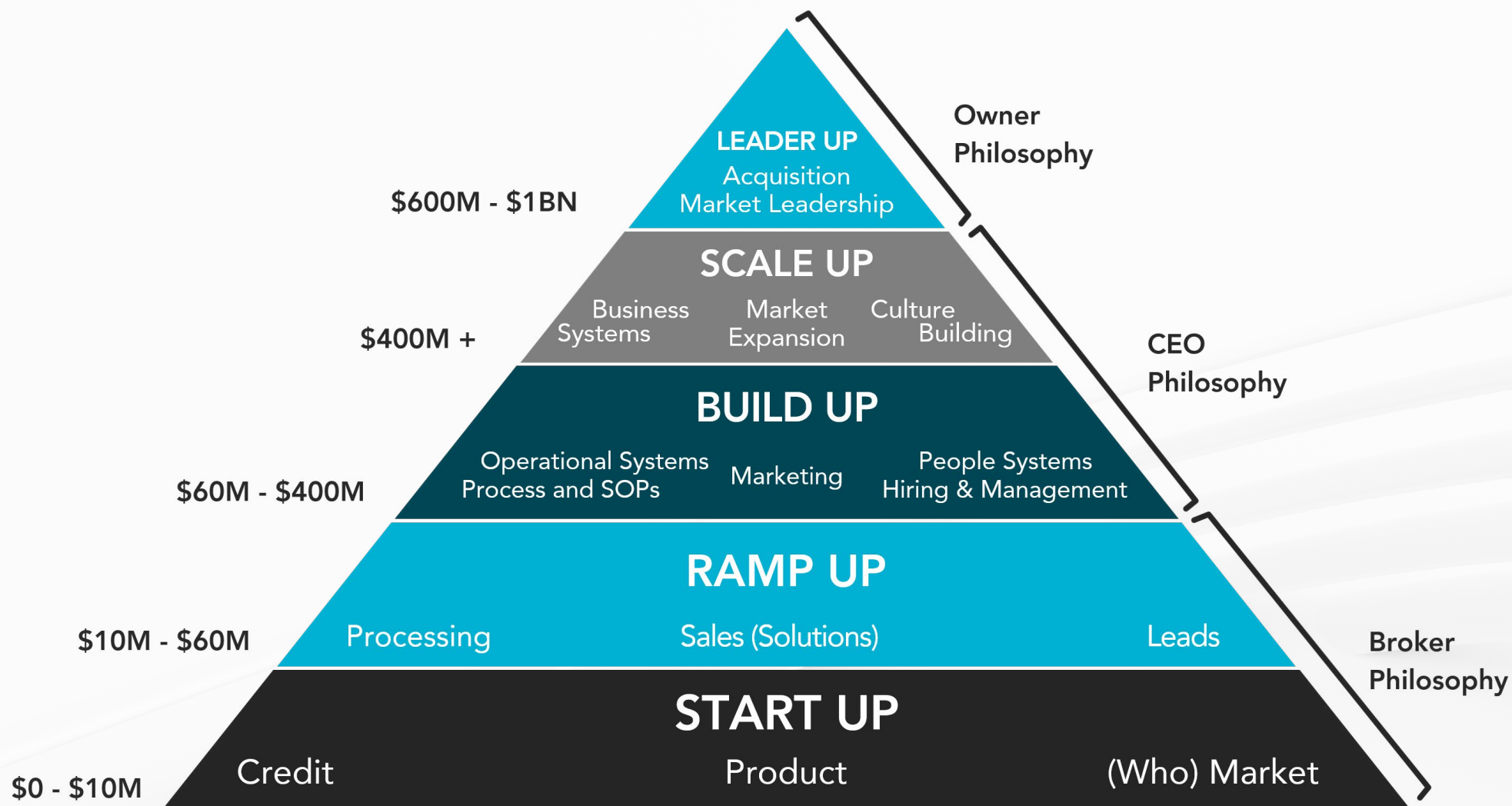
BILLION DOLLAR *Broker*

MASTERCLASS

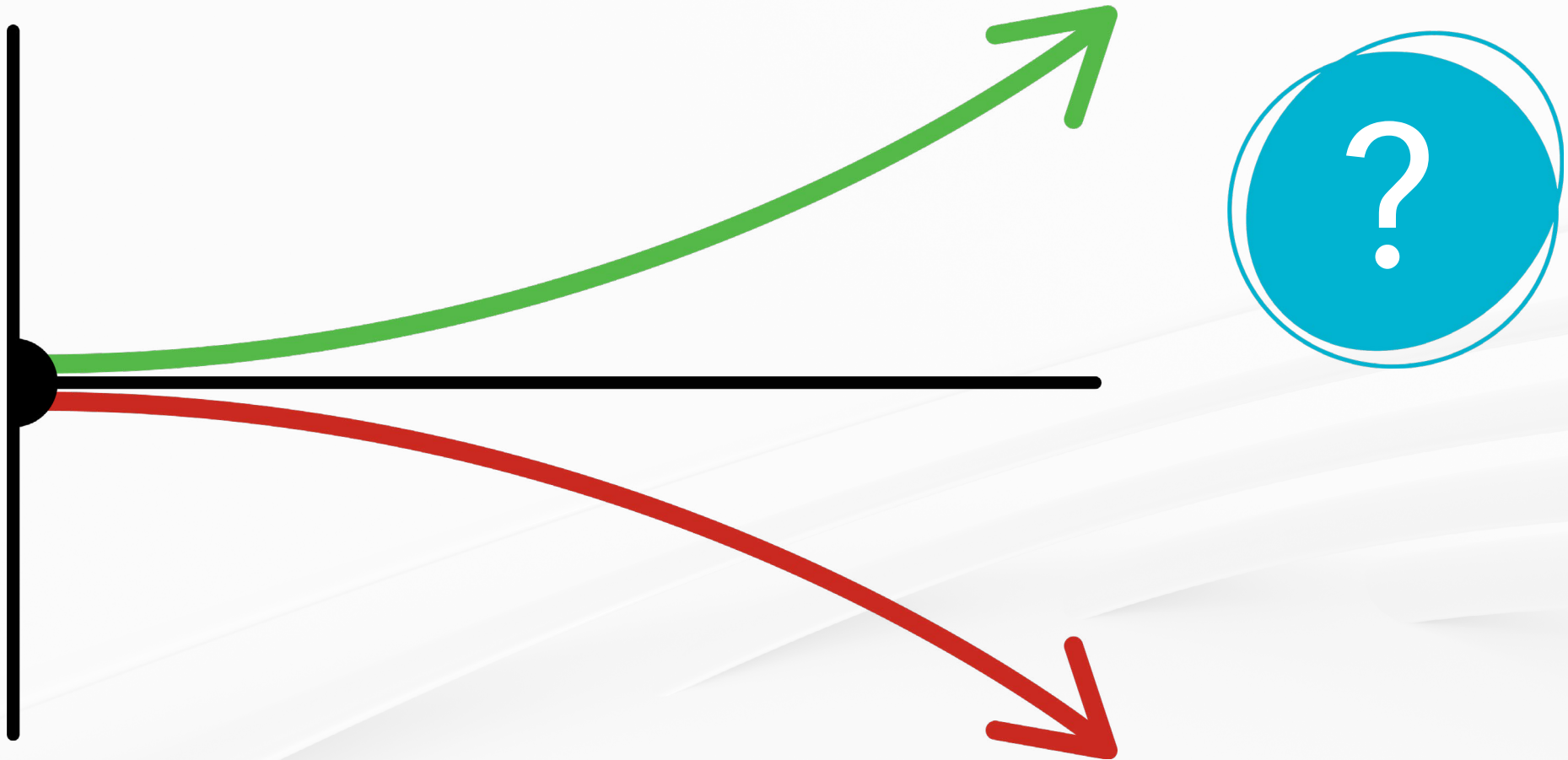
**Scale to \$100+ million
a year in settlements.**

So what is holding most
brokers back from growth?

Where is your business at?



What Success looks like for you?

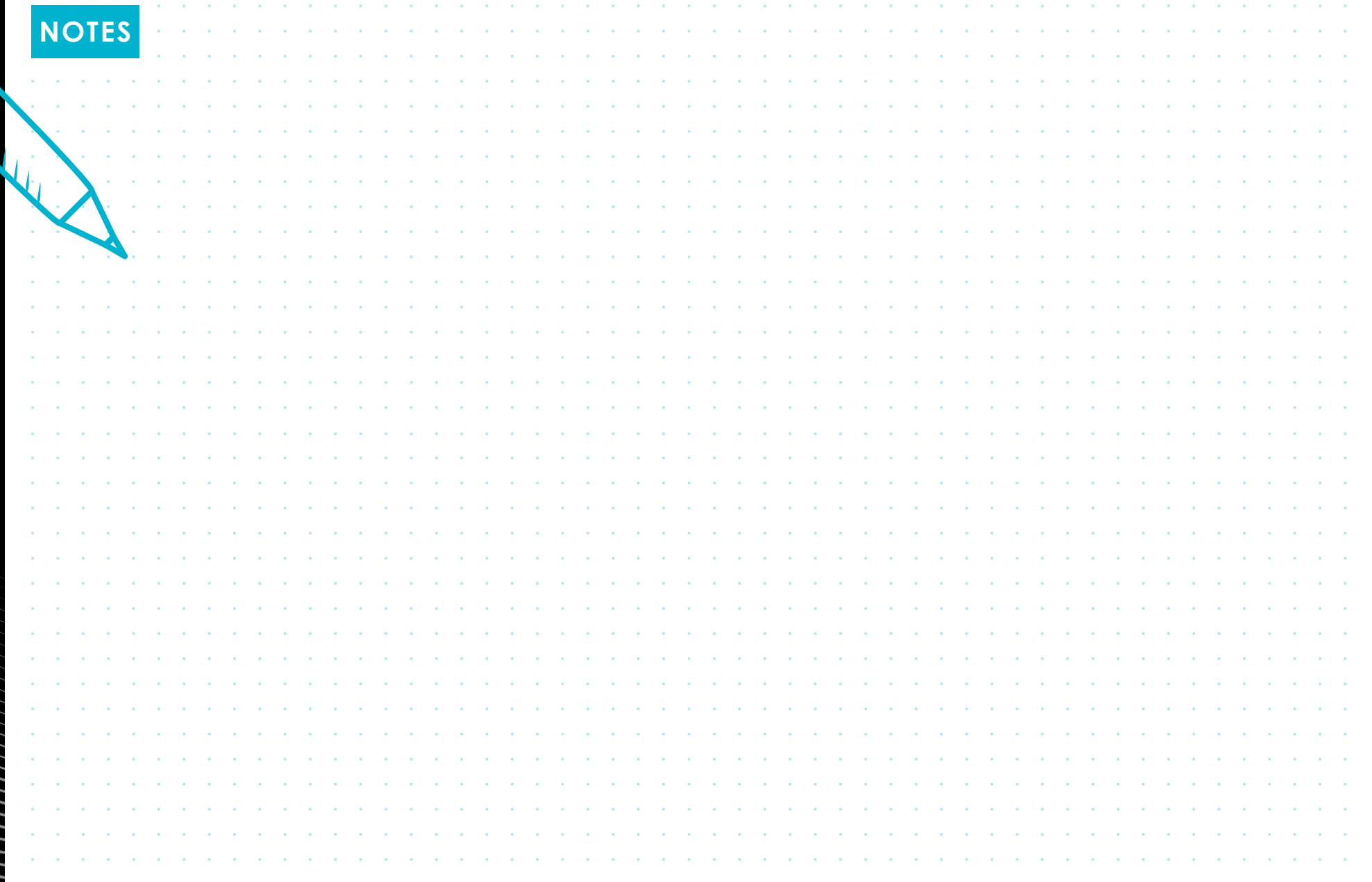


Scale your business

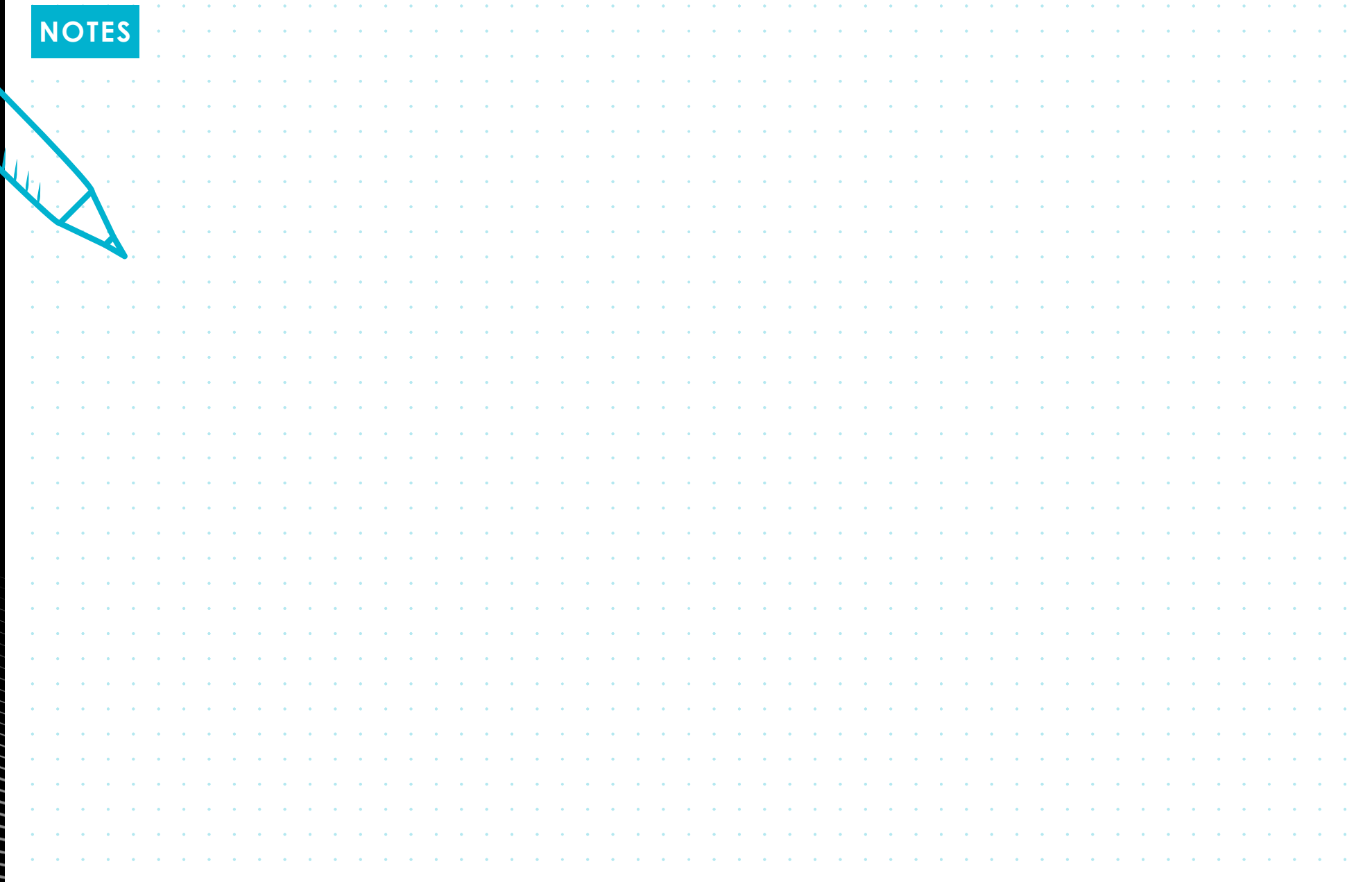
It's easier than you think to scale your business to a \$100M+ in settlements

IMPROVE	INCREASE	BEFORE	AFTER
1. Leads/Referrals	25%	\$100,000	\$125,000
2. Conversion	25%	\$125,000	\$156,000
3. Commission	25%	\$156,000	\$200,000

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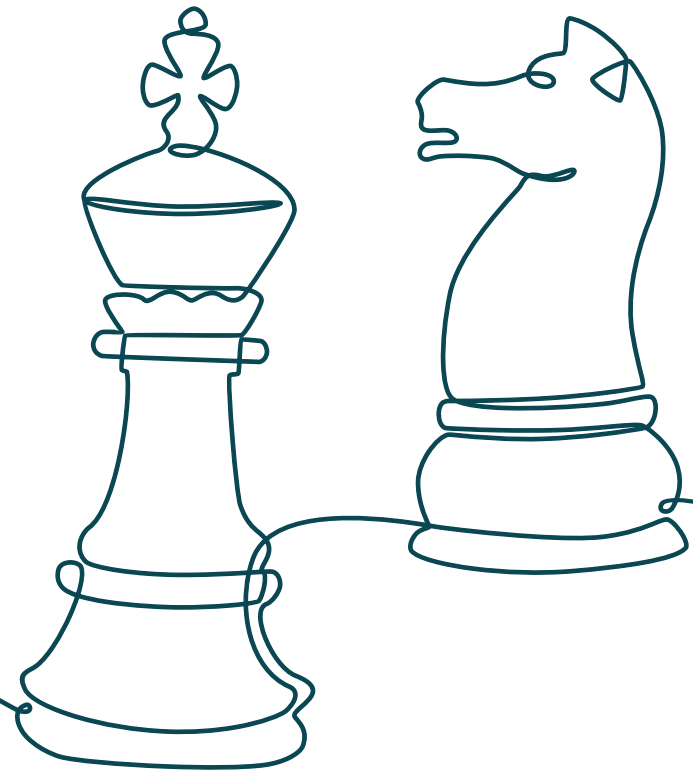
Strategy 1

**Increasing leads
and referrals**

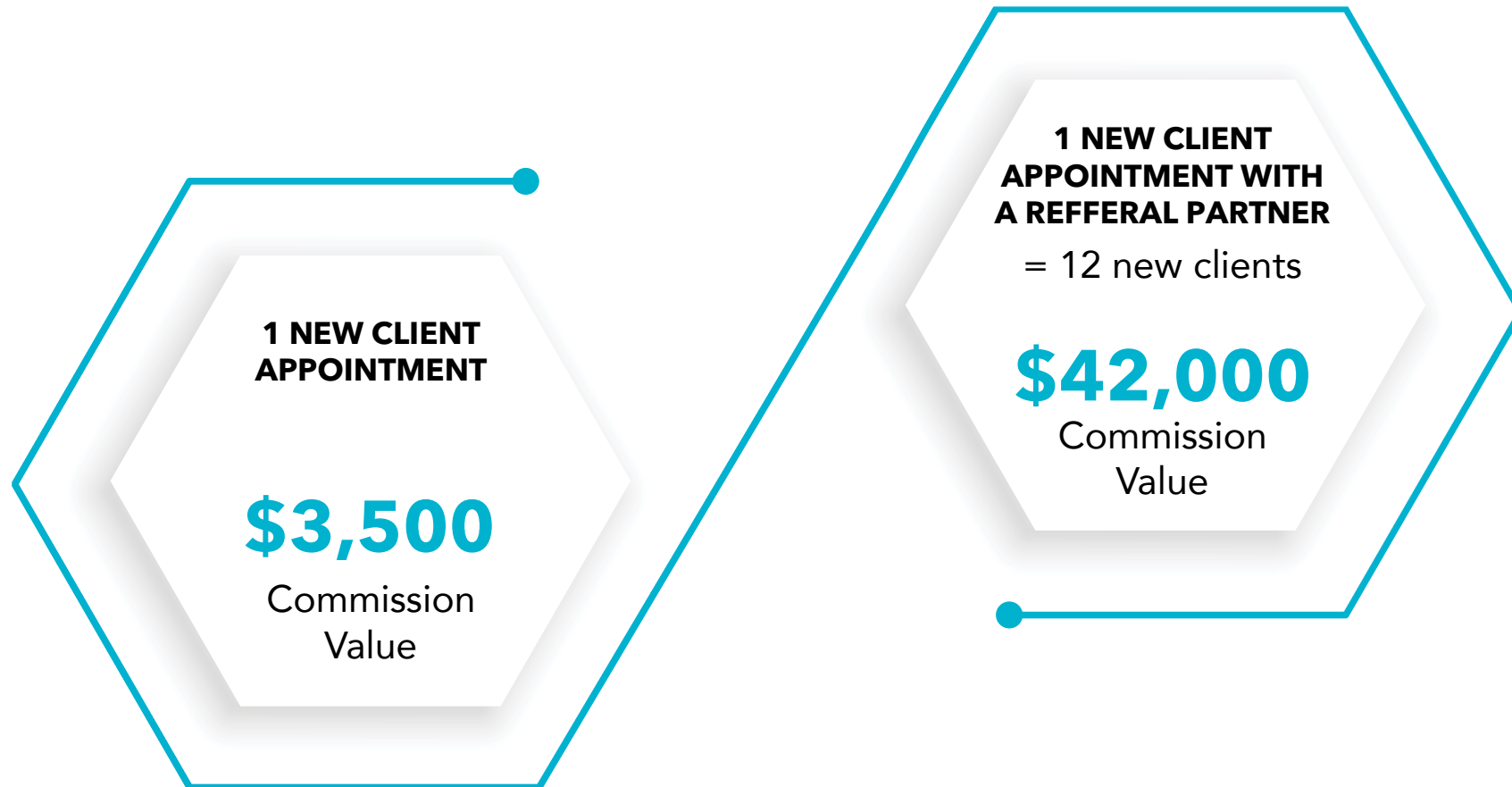


Step 1

The Tactic: Create a Referral Based Business



Referrals Are The Power of Leverage for Lead Generation



Lifetime value of a client

Timeframe

**5
years**

**Referral
(one loan per year)**

**5
loans**

**Average Income
per loan**

\$3,500

Total value

\$17,500

**No. of Loyal
Clients
In loan book**

400

Total dollar value

\$7,000,000

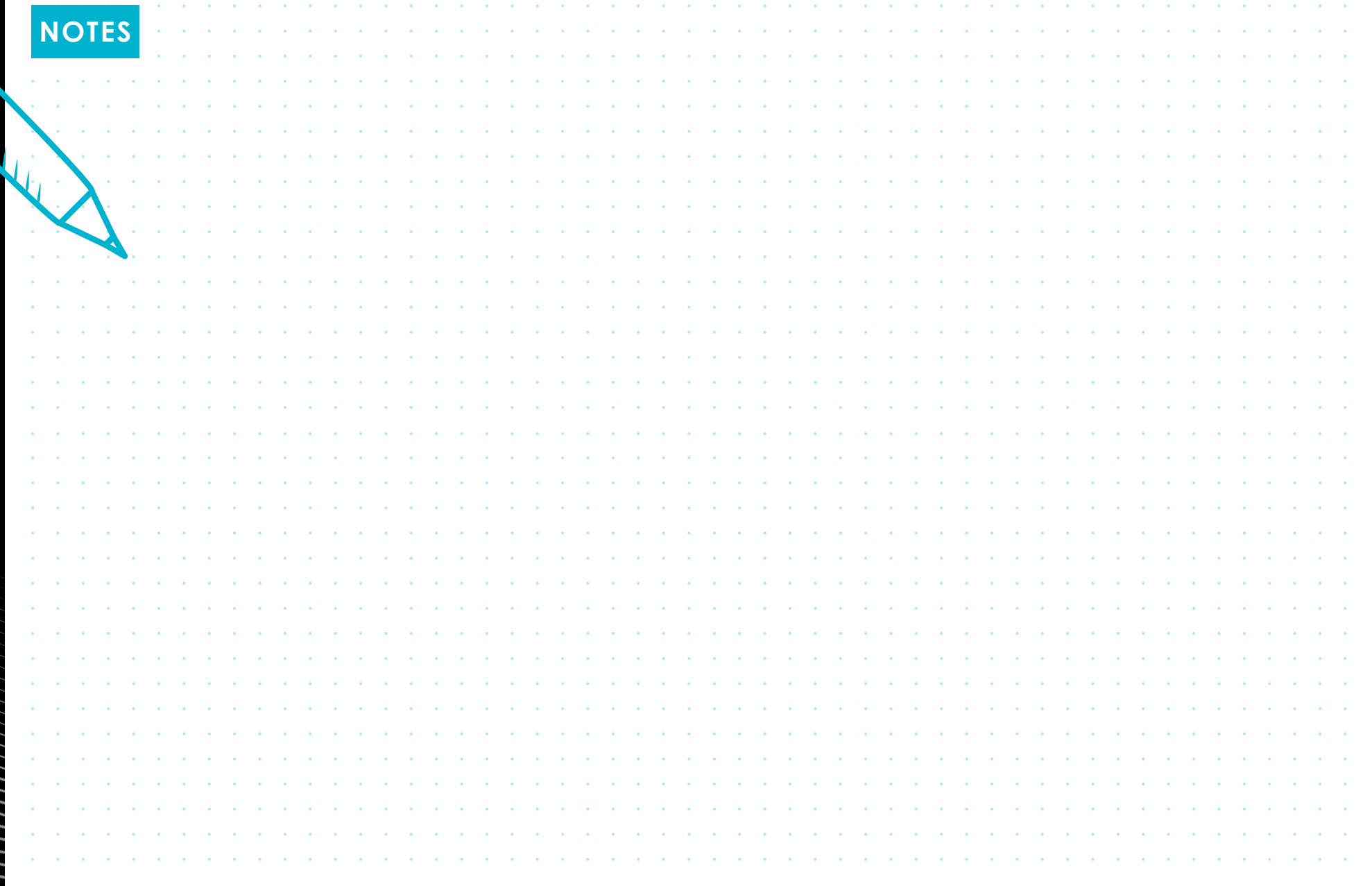
Annual cashflow

\$1,400,000

Monthly cashflow

\$116,000

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THE SYSTEM: 90 days to a profitable partnership

01



Crop

Selection

0-30 days

02



Plant the

Seed

30-60 days

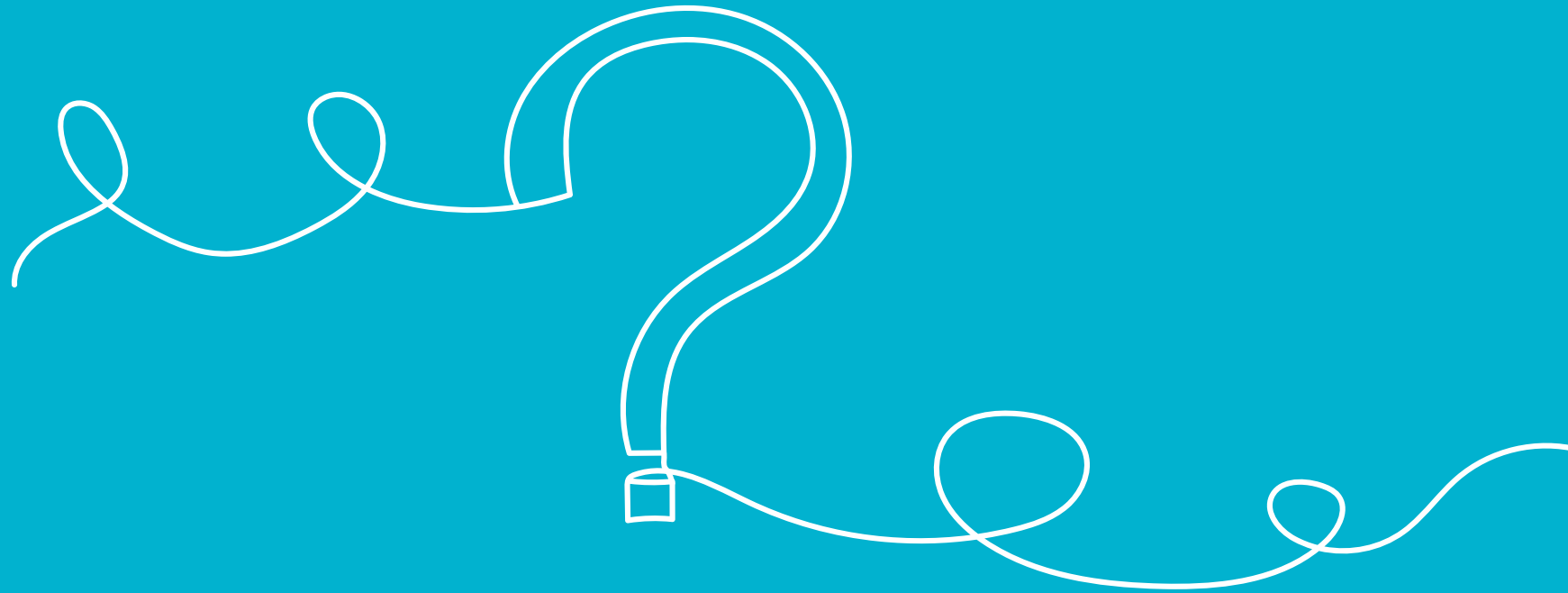
03



Nurture and

Grow

60-90 days



**What is one thing you
can implement in your
business now?**

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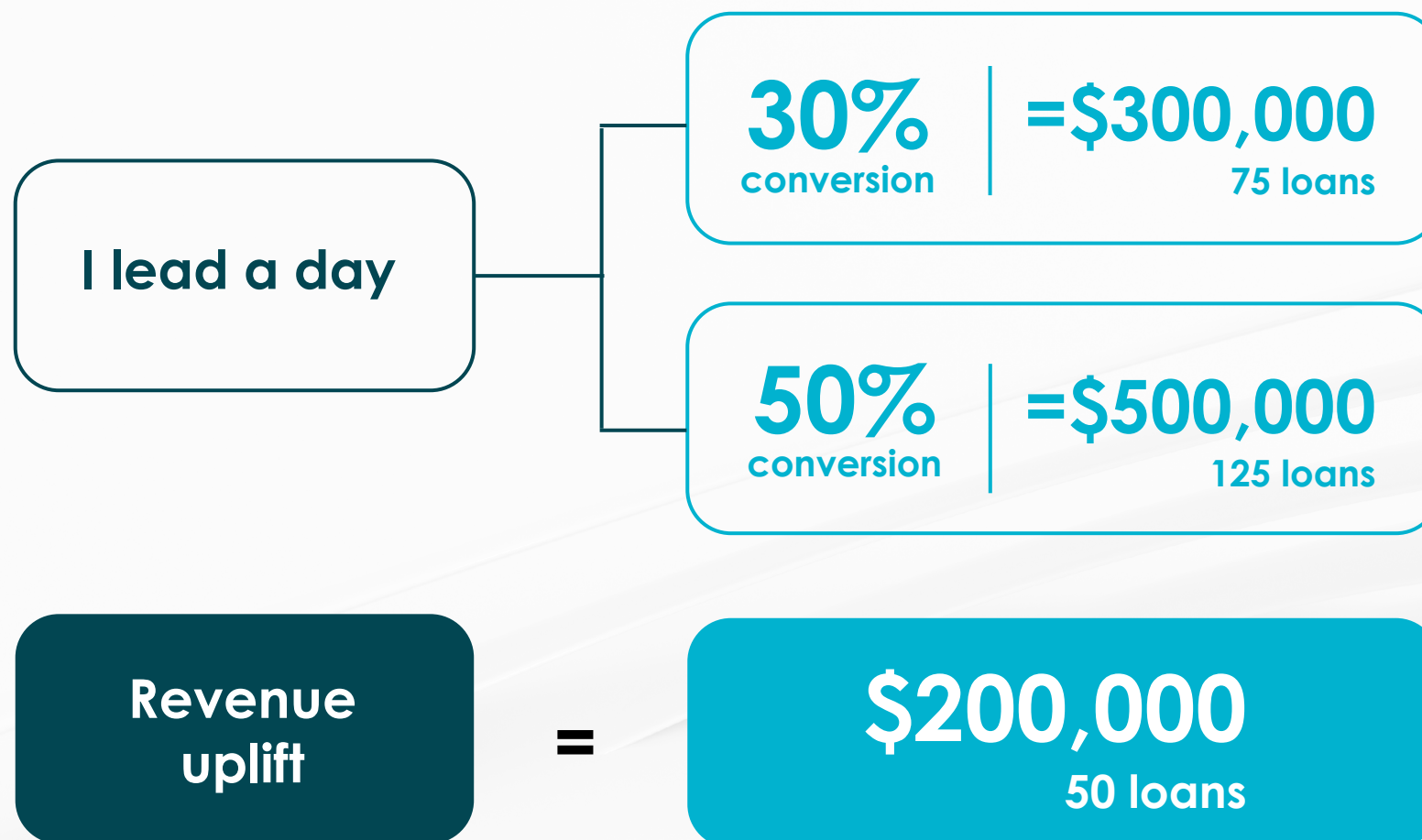


Strategy 2

Increasing Conversion



Power of **Increasing Conversion**



Assumptions: \$4K revenue per loan. 250 leads per annum.

Step 2

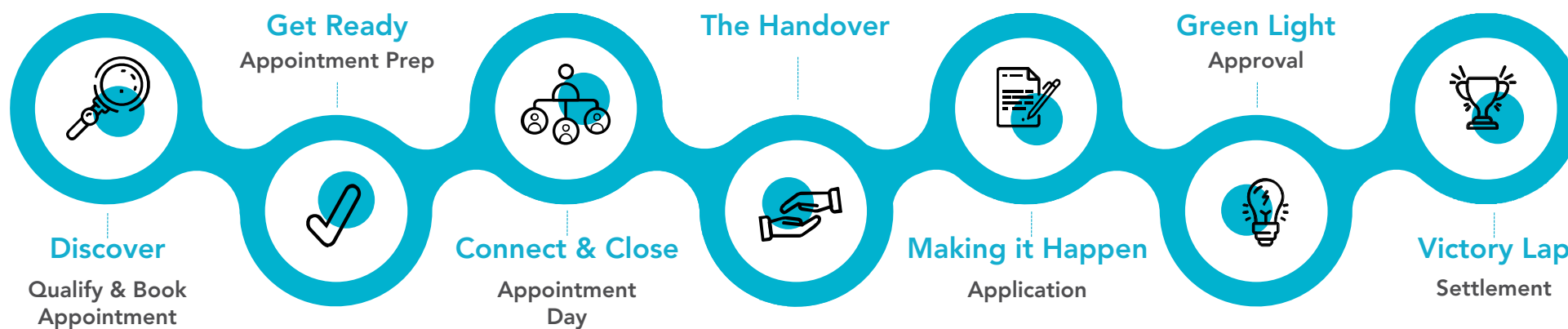
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The Tactic: The Billion Dollar Broker Loan Process



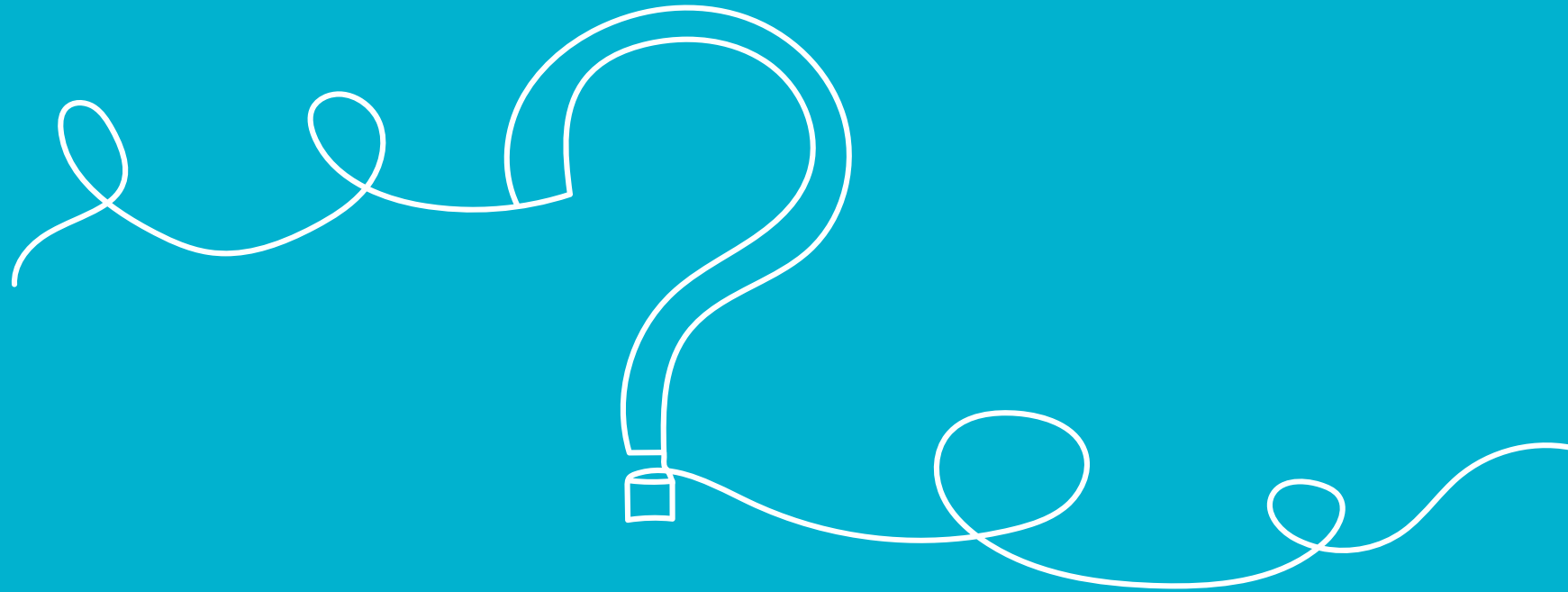
Seamless Systems

ROSS LE QUESNE'S Billion Dollar Broker Loan Process



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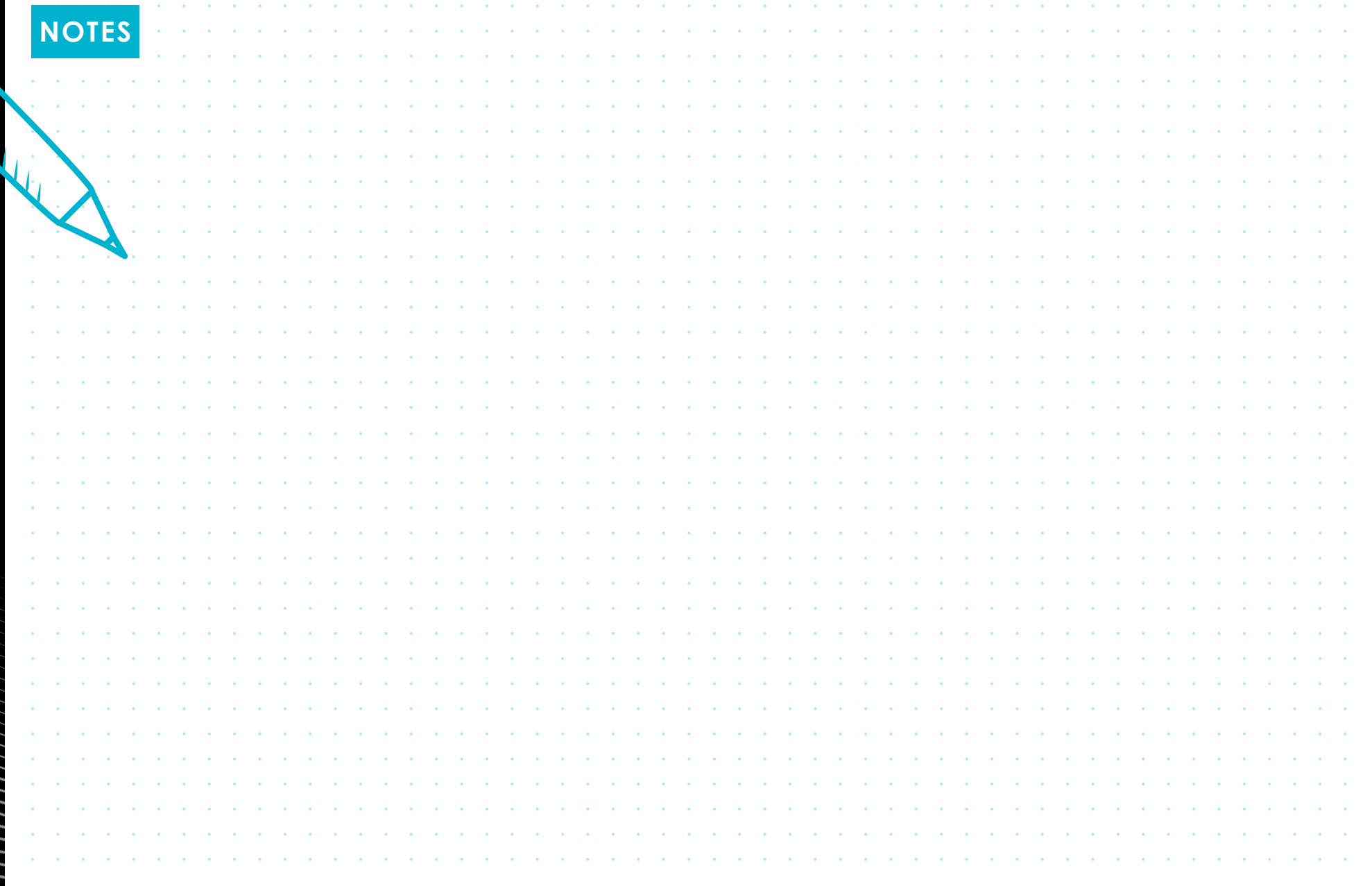
**What parts of the process
could you improve?**

**And what impact would this
have on conversion?**

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Strategy 3

**Increase
commission
per client**



Lifetime value of a client

Timeframe

**5
years**

**Referral
(one loan per year)**

**5
loans**

**Average Income
per loan**

\$3,500

Total value

\$17,500

**No. of Loyal
Clients
In loan book**

400

Total dollar value

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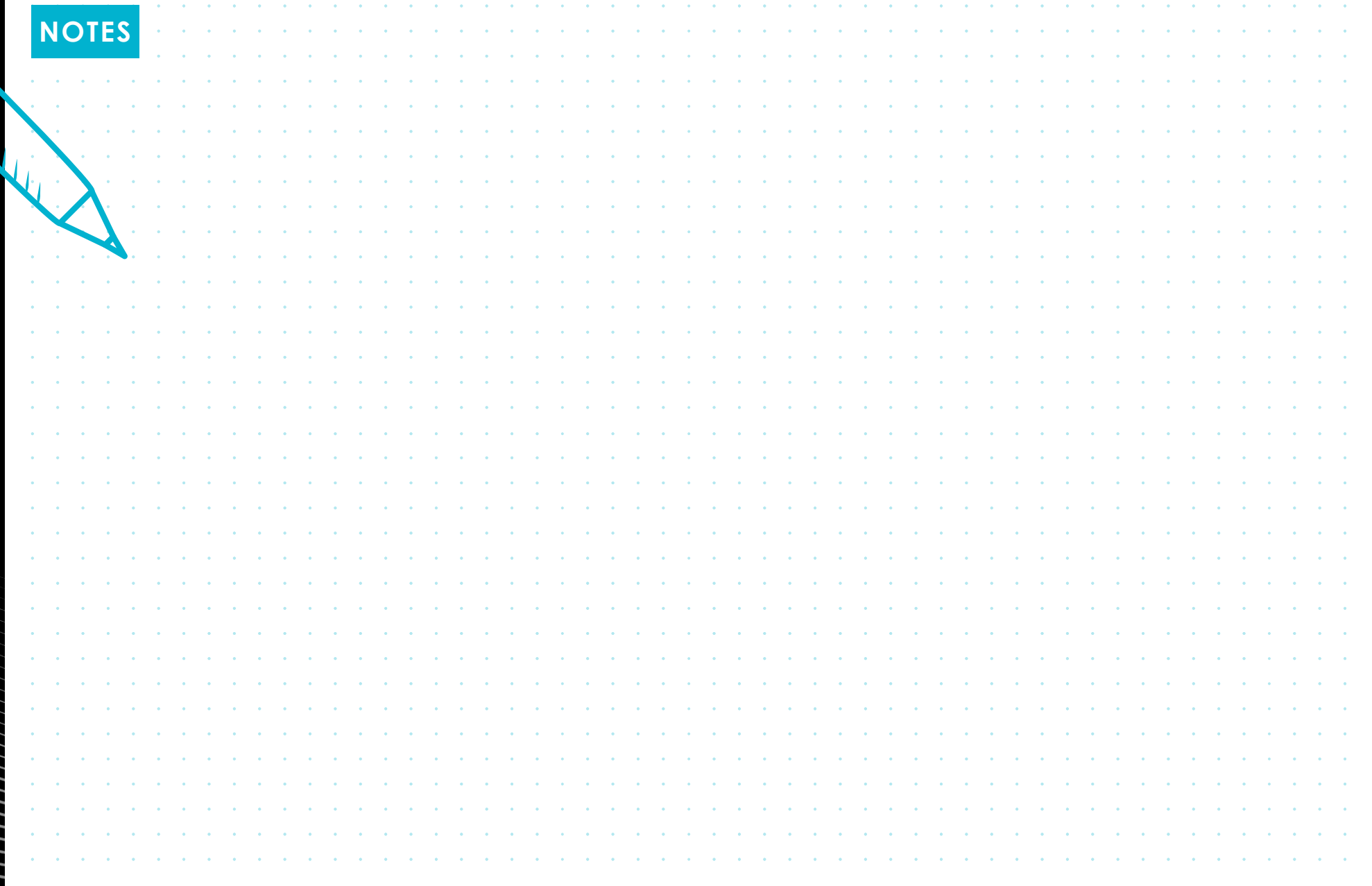
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Monthly cashflow

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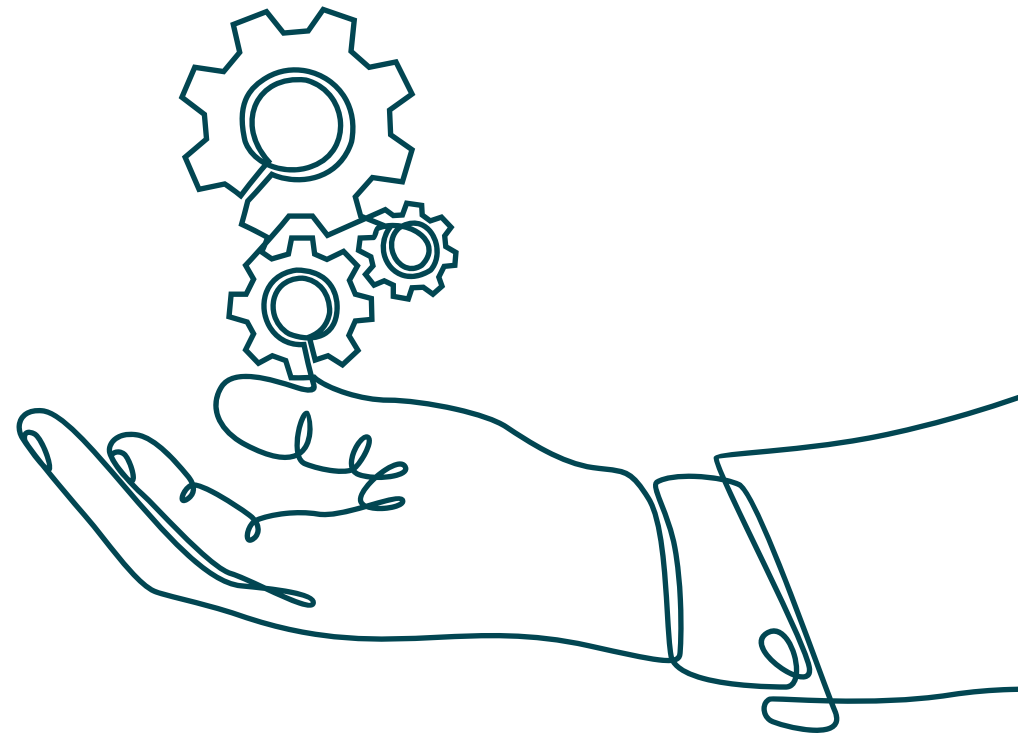


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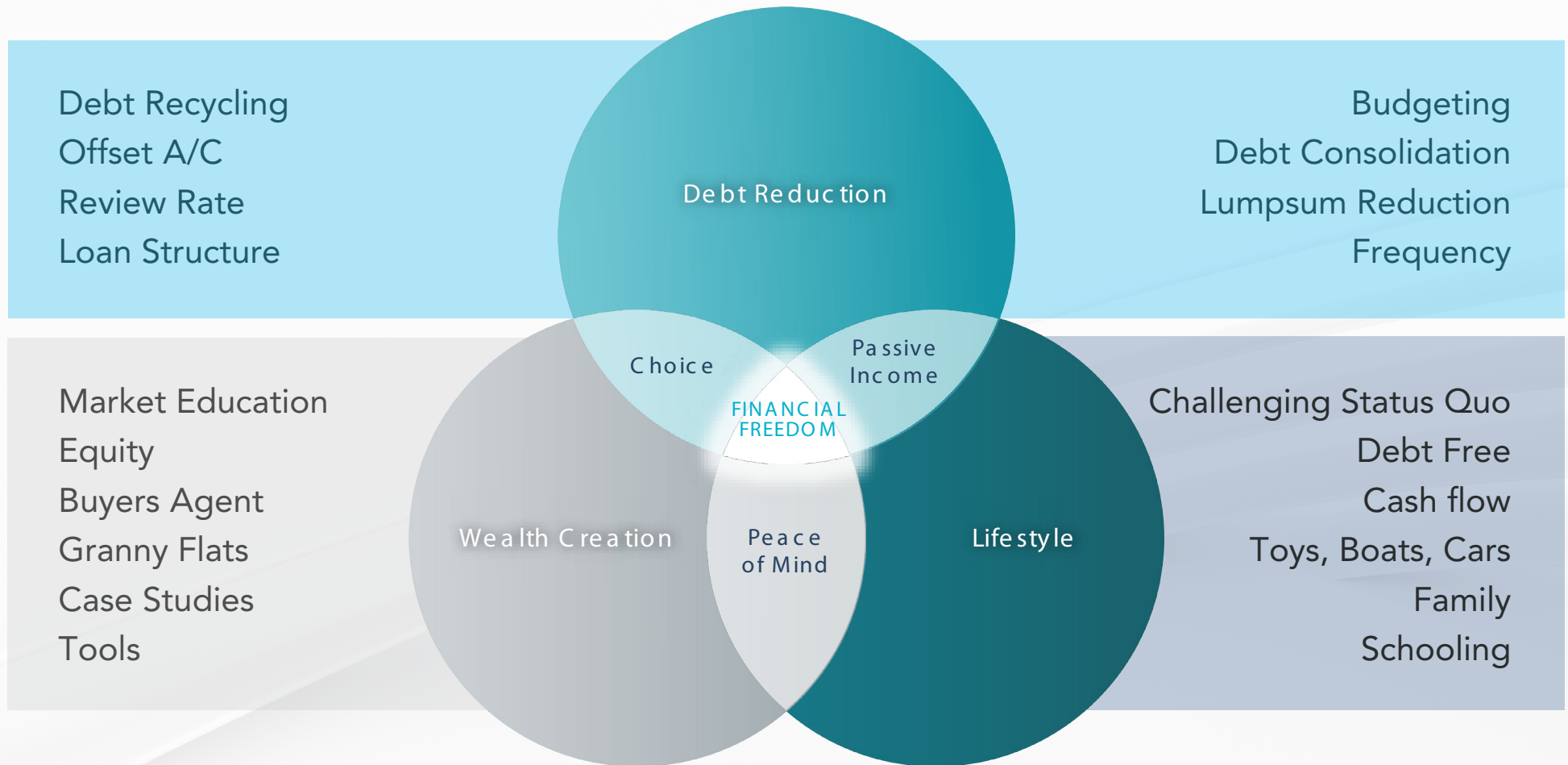


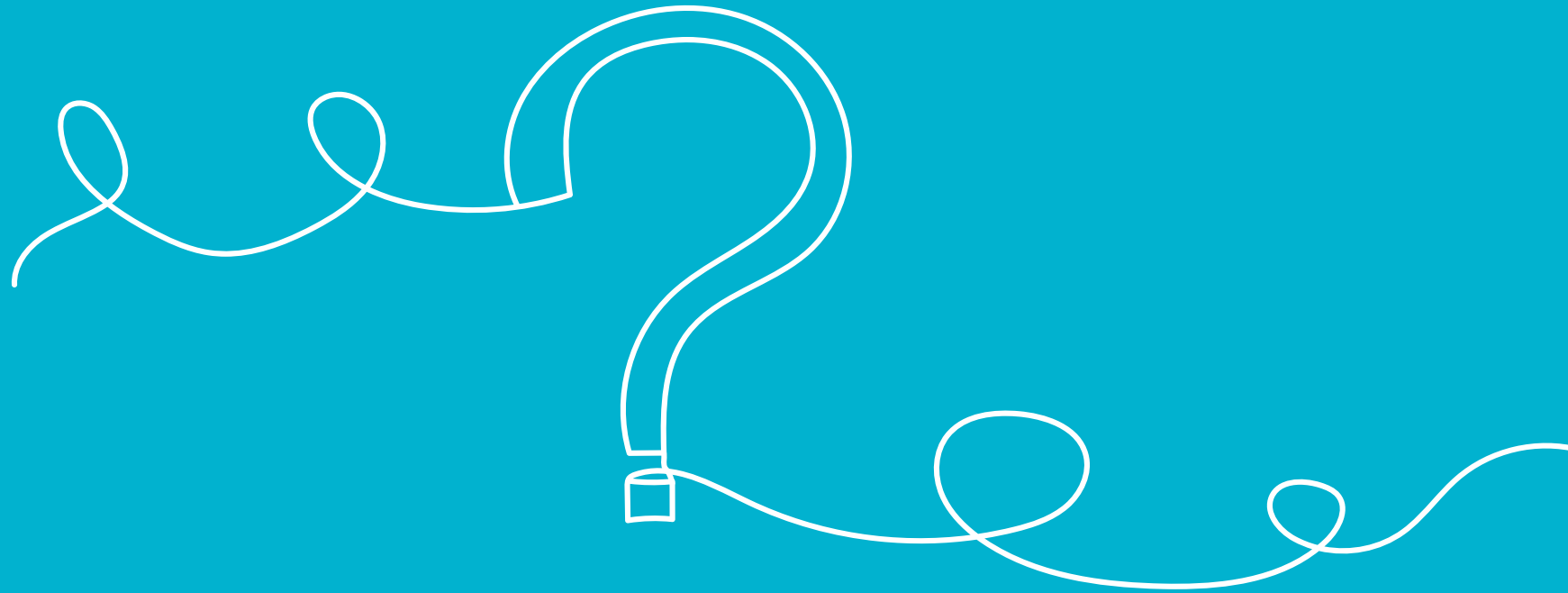
Step 3

The Tactic: The Annual Review Process



Lifetime Value Model



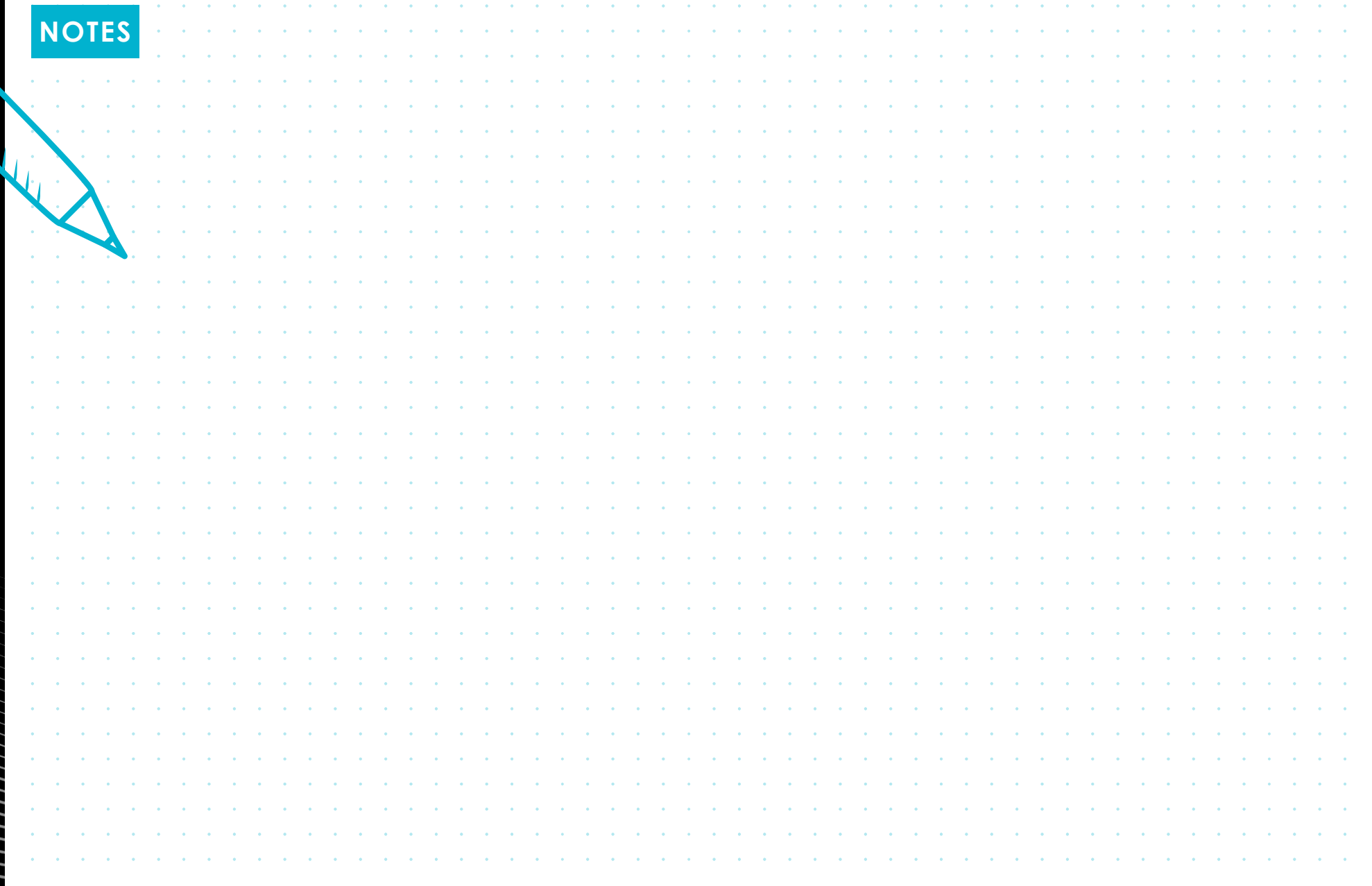


**How robust and
effective is your Annual
Review Process?**

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