

# Business Plan

Refers to checklist from:

<https://cdn.courses.apisystem.tech/memberships/R4cC3s0AVqj7IzTQmWGI/post-materials/920575a4-4b1c-4d81-9631-aeff0958f5cc/Clone-My-Business-Course-Checklist-Launch-Blueprint--Printer-Friendly-.pdf>

**Motivation:** I'm interested in starting this business because I have a little bit of background experience working as a lender and real estate agent. For this reason, I have a general understanding of the process one goes through to obtain a loan to purchase a home. Additionally, people will always need to sell/buy homes depending on their stage of life, therefore this business is evergreen despite the fact that a lot of factors depend on the current interest rates.

**I want to make \$10,000/mo so I can move out of my parent's house, stay out, and enjoy life without having to work the long hours that my peers are.**

**1st Month:** \$2,500+

**2nd Month:** \$5,000+

**3rd Month:** \$7,500+

**4th Month and onward:** \$10,000+

**Annual Goal:** \$100,000+

**Niche:** Mortgage loan officers

MLOs on average make between \$80,000 and \$100,000 per year

Average commission per loan deal is \$4,000 - \$5,000

Purchase mortgage approval rate ~80% according to Fannie Mae

MLOs originate 18-25 loans per year on average

Typical timeframe to close is 45-60 days

**Offer:** We'll get you 10 new homebuyer appointments in 30 days, or your money back.

**Universal Selling Proposition:** We help loan officers respond to potential homebuyers - FAST, leading to more booked appointments.

**Elevator Pitch:** You know how loan officers have to rely on advertising agencies or lead generation services to get new clients once their referral base dries up? Maybe they've been burnt in the past or they might've had some positive results - just not enough to justify the amount they're spending or within a reasonable timeframe to make it worthwhile. Oftentimes these agencies will advertise to as many potential customers as they can, and when the loan officer talks to them, they quickly learn they're unqualified tire-kickers. That's why we've built a system that takes those serious buyers who are already doing their research, and funnels them

to you, responding to their inquiries before your competition does, and getting them booked onto your calendar - FAST.

**Packages:**

- **DIY - \$499**
  - Google My Business profile optimization
  - Funnel with chat widget
  - Database reactivation campaign
  - Review reputation management
  - Automated lead nurturing
  - All-in-one CRM and conversation tracking
  - App & website support
  - Facebook advertising via Uphex (ad spend not included)

**Company Name:** Digital Diamonds Media

**Target Audience:** MLOs who wish their paid lead sources performed as well as their referral sources. MLOs tired of paying thousands each month for low-quality, unresponsive leads that need to be filtered out, thus extending the sales cycle or potentially leading to prospective applicants giving up on the process. Specifically, loan officers that assist with purchase loans rather than refinance.

**Initial Core Offer:** DIY plan, advertised as the “Appointments, Not Leads” program.

**Additional Services:** Beyond the Initial Core Offer, we have packages that handle the paid advertising on behalf of our clients through Facebook, leading qualified leads to book themselves onto our clients’ calendars. If they want to invest in our Done For You package we will also assign them an appointment setter who will call incoming leads from all sources and seek to pre-qualify them before booking onto our clients’ calendars. Additionally, if our client does not have a website we will build one for them with the chat widget and all associated automations.

**What Do You Charge:** \$499, \$999, or \$1499 depending on our client’s package.

**What Is Your Monthly Revenue Goal:** At least \$10,000 primarily through DIY or DWY packages.

**How Many New or Repeat Clients Do You Need to Achieve This Goal:** 20 at most.

**How Do You Get New Clients:** Paid ads via Facebook, referrals, organic sources.

**How Will You Fulfill Your Services:** SaaS for DIY and DWY plans, additionally an appointment setter for any clients on the DFY plan.

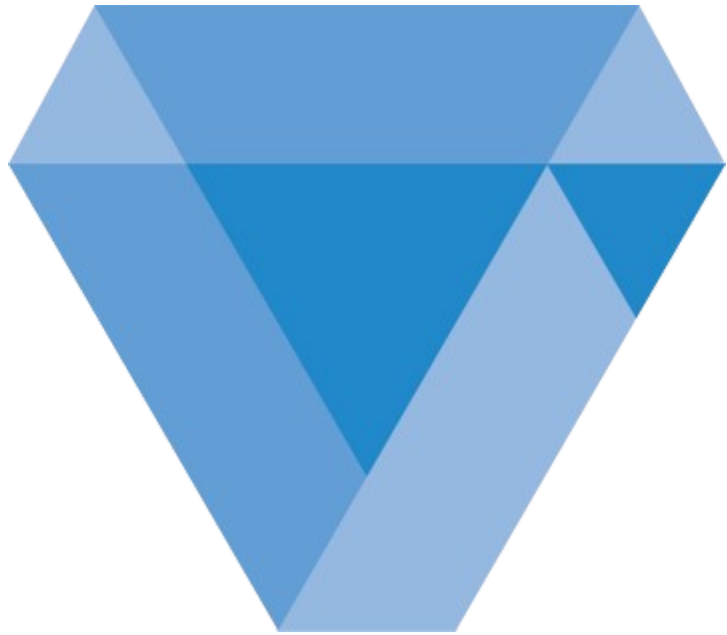
**Who Are the Other Key Players of Your Team:** None, potential for a VA at scale, and appointment setter for DFY plan purchasers.

<https://newbreedinvestor.com/faq-9371>

[https://app.uphex.com/agency\\_launch\\_offer](https://app.uphex.com/agency_launch_offer)

**Logo and Colors:**

- #95b8e0 rgb(149, 184, 224)
- #629dd5 rgb(98, 157, 213)
- #2188ca rgb(33, 136, 202)
  - #3a6692
  - #8fc7ff



## **Market Research**

Tyler Spencer - Works as a loan officer for Meridian, a small bank. The company covers its CRM expense, which is about \$300/month, but spends an additional \$500-\$1000 a month out of pocket on outreach, advertising, and events. Is 100% commission-based, so doesn't turn away applicants - rather he reviews each lead and tries to get them on a plan that will allow them to qualify, in the hopes of getting a loan application, or a referral for having done right them. Gets about a 50% close rate on applicants throughout a 3-month sale cycle, which can be extended by months or even years depending on the qualifications of the applicant. Usually, a sale is only lost because the applicant is unwilling to go through the effort required to fix their situation and qualify. Expects 80% of leads through referrals to apply and qualify, with much lower expectations for his cold leads.

Deb Florio - Has spent 22 years as a loan officer. Most business is referral-based, currently only pays monthly to be listed on realtors.com, used to pay for homebuying seminars every month but does not feel the need to advertise since her pipeline is pretty full from her referrals. Common issues she ran into when she did advertise were leads that did not have high enough credit scores, or enough cash to make down payments or cover closing costs. These leads would have to seek grant assistance, which would typically extend the sales cycle by another 2 months. She pays \$250 each month for realtors.com out of her pocket and would allocate that money to other sources if the quality of the leads were higher.

Hi ,

I know this might've seemed like a random connection, I promise I'm not trying to sell you anything or get you to opt into something.

I was hoping for your feedback on a project, since you're my target audience, before I spend too much time building something that nobody wants.

Here's the idea: I have software built for mortgage loan officers that can collect and nurture organic lead traffic on autopilot when you're unavailable (texts, calls, GMB chats, etc) and can even let them book onto your calendar, all in one CRM where you can message back and forth instead of having to respond across each channel. Also, automated review campaigns for past and current clients to get you ranked higher on local searches, a simplified Facebook ad platform with proven templates that you can launch in 3 clicks and run on your own, and comes with a REAL 24/7 support team where you're talking to actual humans to guide you through any questions or issues with the software, among other things.

Do you think features like that would help loan officers get more leads and appointments without having to pay big agency retainer fees, or is all that just a waste of time?