



## Loan Originator Year End Review

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Company: \_\_\_\_\_ Years in Business \_\_\_\_\_

1. My best year ever was \_\_\_\_\_ (year)  
(a) Production Units: \_\_\_\_\_ Loan Amount \_\_\_\_\_ Commission \_\_\_\_\_
2. My 2024 goal is: \_\_\_\_\_ Loan Amount \_\_\_\_\_  
\_\_\_\_\_ Commission \_\_\_\_\_  
\_\_\_\_\_ Units \_\_\_\_\_
3. My goals are written: Yes \_\_\_\_\_ No \_\_\_\_\_
4. My goals (business plan) are broken down to daily numbers? Yes \_\_\_\_\_ No \_\_\_\_\_
5. My year to date numbers are:  
\_\_\_\_\_ Loan Amount \_\_\_\_\_  
\_\_\_\_\_ Commission \_\_\_\_\_  
\_\_\_\_\_ Units \_\_\_\_\_
6. I am ahead \_\_\_\_\_ behind \_\_\_\_\_ on track \_\_\_\_\_ to reach my 2024 goals. (Check one)
7. The reason my business is growing / declining is: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

8. The amount of my business that is purchase vs. refi is:

Skill Rating: 5-Excellent, 4-Good, 3-Average, 2-Fair, 1-Poor

	<b>Consistency Disciplines</b>	<b>Rating (1-5)</b>
1.	Actively prospects daily / consistently	
2.	Time management: plans work; schedules by appointment; sets time for HPOA	
3.	Controls: business; client expectation; time	
4.	Effectively utilizes a contact management system to manage leads / clients and ensure proper follow up	
5.	Has specific written goals / plans and reviews regularly	
6.	Utilizes a scripted process and routinely role plays / rehearse	
7.	Regularly sets time to work and improve business (business development)	
8.	Consistently works on self-improvement: books, CD's, training	
9.	Consistently contacts sphere / past to gain referrals	
10.	Tracks production and understands: sales conversion ratios, YTD numbers, lead source %	
	<b>Rank</b> _____	<b>Total</b>

<b>Consistency Ranking</b>	
<b>Score</b>	<b>Rank</b>
45 - 50	Thriver
30 - 44	Surviving Thriver
15 - 20	Sandbagger
0 - 14	Statistic (or soon to be)

	<b>Persistency Disciplines</b>	<b>Rating (1-5)</b>
1.	Identifies all smoke screen objections and has a strategic response for each one?	
2.	Gets to the bottom line objection and rarely gets stalled in the sales process	
3.	Appropriately follows up with warm/hot leads and utilizes a contact management system	
4.	Possesses a never give up attitude	
5.	Perseveres well through trials, tribulations and challenges	
	<b>Rank _____</b>	<b>Total</b>

<b>Persistence Ranking</b>	
<b>Score</b>	<b>Rank</b>
21 - 25	Thriver
16 - 20	Surviving Thriver
11 - 15	Sandbagger
0 - 10	Statistic (or soon to be)

	<b>Attitude Disciplines</b>	<b>Rating (1-5)</b>
1.	Sees the opportunity in the problem	
2.	Sees attitude as determining altitude (success level)	
3.	Spends more time encouraging/motivating others than others motivating/encouraging self	
4.	Positively project: self, company and opportunities	
5.	Positively deals with the brutal facts and doesn't let Pollyanna cloud reality	
	<b>Rank _____</b>	<b>Total</b>

<b>Attitude Ranking</b>	
<b>Score</b>	<b>Rank</b>
21 - 25	Thriver
16 - 20	Surviving Thriver
11 - 15	Sandbagger
0 - 10	Statistic (or soon to be)

	<b>Confidence Disciplines</b>	<b>Rating (1-5)</b>
1.	Projects a high level of confidence to accomplish task	
2.	Prospects / clients routinely select you as their preferred agent over competitors	
3.	Has an overall high self confidence level	
4.	Has a high confidence level in company and management	
5.	Has a high confidence level in personal inventory/service/product line	
	<b>Rank</b> _____	<b>Total</b>

<b>Confidence Ranking</b>	
<b>Score</b>	<b>Rank</b>
21 - 25	Thriver
16 - 20	Surviving Thriver
11 - 15	Sandbagger
0 - 10	Statistic (or soon to be)

**Overall Peak Performance Rank**

Consistency: Rank \_\_\_\_\_ Score \_\_\_\_\_

Persistence: Rank \_\_\_\_\_ Score \_\_\_\_\_

Attitude: Rank \_\_\_\_\_ Score \_\_\_\_\_

Confidence: Rank \_\_\_\_\_ Score \_\_\_\_\_

Overall Rank \_\_\_\_\_ Total \_\_\_\_\_

If your overall score is between:	108 -125	= Thriver
	78 -107	= Surviving Thriver
	48 - 77	= Sandbagger
	0 - 10	= Statistic (or soon to be)

9. My outlook on the market is:

10. My commitment level to succeed in this market is: (scale 1-10 with 10 being high)
11. The disciplines, mindsets and skill sets I need to implement immediately to ensure I thrive and run at peak performance are: (Refer to Peak Performance rating and write down any discipline you scored 3 or lower on)
12. My game plan to implement the above disciplines is: \_\_\_\_\_  
and advance my business now.
13. I am receiving my business development support from:
- |                        |              |
|------------------------|--------------|
| Manager / Broker _____ | Self _____   |
| Mentor / Coach _____   | No one _____ |
14. I have a well-defined sales process that I follow and know where the sale failed if it does.
- |           |                |
|-----------|----------------|
| Yes _____ | Somewhat _____ |
| No _____  |                |

## The 6 Foundational Corners Checklist

		Yes	No	Partial
1.	<b><u>Business Plan</u></b> I have a well-defined business plan in place – down to specific daily goals, I also review my plan regularly.			
2.	<b><u>Time Management /Blocking</u></b> I time block my day, control time, clients and accomplish my tasks when I want to. I schedule appointments when I am available.			
3.	<b><u>Prospect Plan</u></b> I know my primary lead sources and have a plan to contact them on a regular basis. I prospect daily and make the number of contacts my business plan states to make each day.			
4.	<b><u>Database Lead Management</u></b> I manage my leads from the same CRM, log all my conversations and outreach attempts.			
5.	<b><u>Sales Process</u></b> I have a well-defined sales process that I follow and know where I missed a step. I help my clients buy their way and my sales conversions are very high.			
6.	<b><u>Production Tracking</u></b> I know my: conversion ratios, listing days on market, sale pending numbers, average sales price/commission and how my YTD numbers stack up against my goals.			

The areas I answered no or partial are: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

My game plan to improve is: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_