



MORTGAGE MASTERMIND
ELITE

Discover Your Why & Greatest Strengths



The Defining Difference
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STEP #1: Discover Your Why & Greatest Strengths



Identify & Write Down:

- Your 3 greatest core strengths as a Mortgage Loan Originator
- Your company's 3 greatest strengths (i.e. unique programs, products, guidelines, service, pricing)
- Identify these greatest strengths in the context of how they benefit your clients and referral partners

What are My 3 Greatest Strengths?

1.

2.

3.

What are My Company's 3 Greatest Strengths?

1.

2.

3.



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Create Your Greatest Strengths Statement

Next, integrate your greatest strengths into 1 sentence that describes your value in a simple and clear value proposition.

Greatest Strengths Statement Example

I love building strong, trusted, lifelong relationships with my clients and helping make a difference in their financial future through homeownership. I'm a mortgage solution specialist committed to closing my clients' loans on time, providing consistent communication, and helping people secure one of the greatest financial assets for their future.

Why You Do What You Do

What are the top 3 reasons WHY you do what you do?

1.

2.

3.
