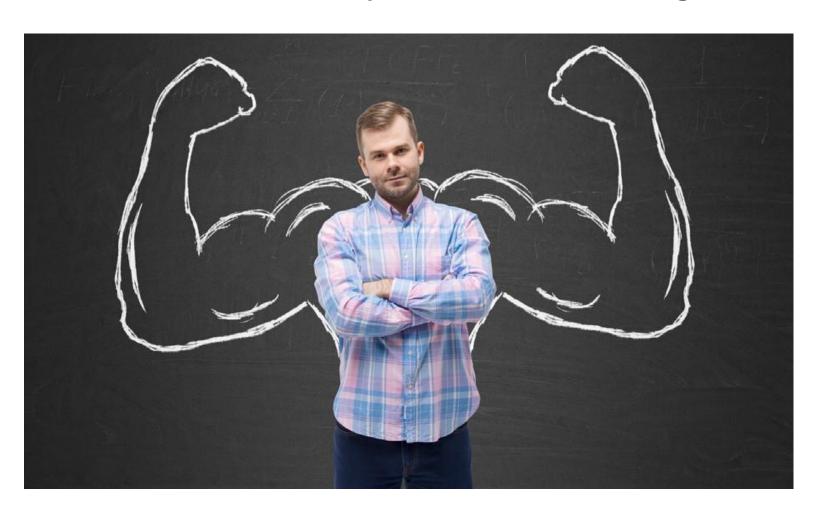


Discover Your Why & Greatest Strengths





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STEP #1: Discover Your Why & Greatest Strengths



What are My 3 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

1.			
2.			
3.			
What ar	e My Company's 3 Gr	eatest Strengths?	
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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.			
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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.			