

# CRACKING THE REALTOR CODE

WEBINAR ACTION GUIDE

The 5 Shifts to Attract Elite  
Realtor Partners Who Send  
You 12+ Deals Per Year  
—Without Cold Calling

By Doren Aldana



# Cracking the Realtor Code Webinar Action Guide

## The 5 Shifts to Attract Elite Realtor Partners Who Send 12+ Deals Per Year—Without Cold Calling

Presented by Doren Aldana

### Before We Begin

What would success look like for you in the next 12 months?

Deals per month: \_\_\_\_\_

Annual income goal: \_\_\_\_\_

How many elite Realtor partners do you need? (1 Elite Partner = 1 Deal/Month): \_\_\_\_\_

## MY PROMISE TO YOU

**You'll discover the simple framework top-producing  
MLOs use to attract elite Realtor partners who send  
them deals every month. Without cold calling.**

**THERE IS NOTHING FOR SALE  
BUT I DO HAVE A SPECIAL GIFT FOR YOU...**



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## The Real Problem

Most mortgage pros think their problem is:

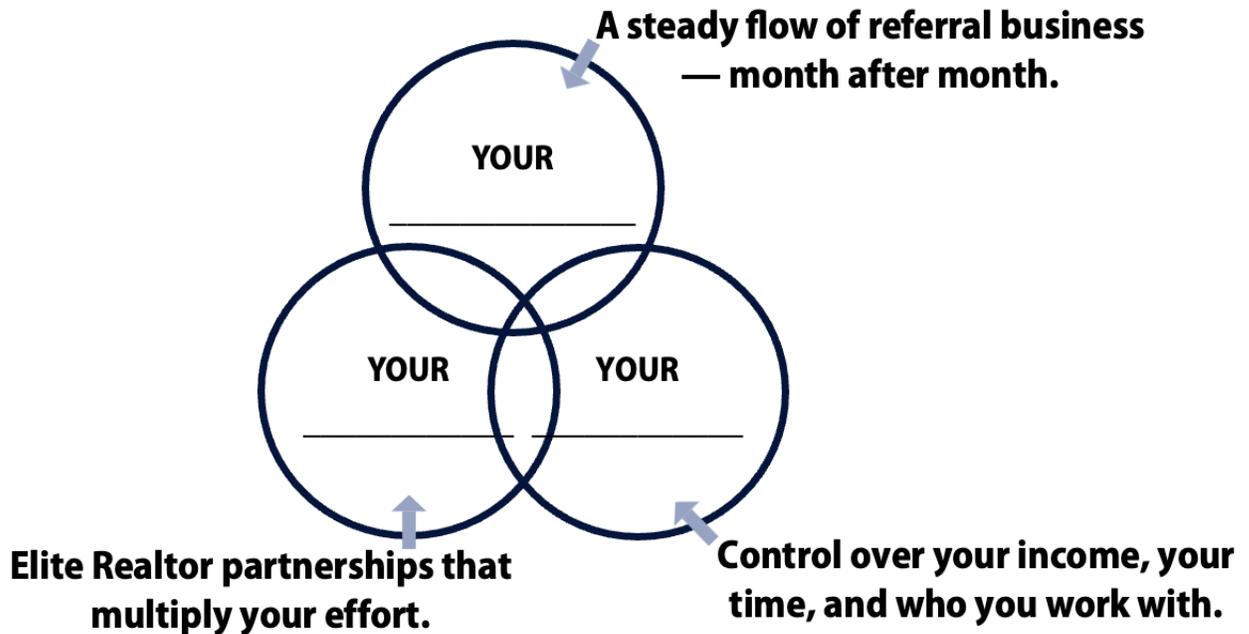
- Lack of leads
- Bad rates
- Market conditions
- Not enough Realtors

## But the real problem is:

You haven't made the \_\_\_\_\_.

## 3 Pillars for Sustainable Growth

The goal of this system is to build a mortgage business that delivers:



You must have all 3 for sustainability:

Without \_\_\_\_\_, you **panic**.

Without \_\_\_\_\_, you **grind**.

Without \_\_\_\_\_, you **burn out**.

# DISCOVERING THE 5 SHIFTS

## Shift #1: Elevate Your \_\_\_\_\_

In a Realtor's mind, lenders fall into one of two categories:

1. \_\_\_\_\_

2. \_\_\_\_\_

Your \_\_\_\_\_ determines your partners.

Realtors don't respond to what you \_\_\_\_\_. They respond to how you \_\_\_\_\_ yourself.

If your messaging positions you as a \_\_\_\_\_ ... you'll be treated like one.

But when your positioning communicates...

- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_

You attract a higher \_\_\_\_\_ of partner.

\_\_\_\_\_ always beats interruption.

## Shift #2: \_\_\_\_\_ the Pie

Most LOs compete for a \_\_\_\_\_ of the pie.

Top producers focus on \_\_\_\_\_ it.

Competing makes you \_\_\_\_\_.

Creating makes you \_\_\_\_\_.

The average LO asks: "Do you have any deals for me?"

Strategic Growth Partners ask: "\_\_\_\_\_?"

# THE OLD WAY: All you need is...


Just do ALL THAT... and MAYBE you'll get deals!

Chasing agents all week long isn't freedom.

It's \_\_\_\_\_.

If you're not helping Realtors \_\_\_\_\_ ... you're competing on rate.

Lack of quality \_\_\_\_\_ is the symptom.

Lack of measurable \_\_\_\_\_ is the cause.



Top producers use a framework called the \_\_\_\_\_ Method™

V = \_\_\_\_\_ - Give top Realtors a compelling reason to meet with you.

I = \_\_\_\_\_ - Ask smart questions to see if you can help them.

P = \_\_\_\_\_ - Present a structured plan that expands their business.

## The 7 Hidden Gaps Elite Realtors Have

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_

Growth Partners fill \_\_\_\_\_. Loan Leeches chase \_\_\_\_\_.

# Shift #3: Target \_\_\_\_\_

Chicken Strategy:	Eagle Strategy:
_____ partners × _____ deals/year = _____ deals = \$ _____/year	_____ elite partners × _____ deals/year = _____ deals = \$ _____/year

One Eagle Partner equals: \_\_\_\_\_ everyday agents

## What Is an Eagle Partner?

- Minimum \_\_\_\_\_ buyer-side closings per year
- Growth-minded
- 5-star reputation
- Consistent production

## Advantages of Eagles:

- ✓ Send more \_\_\_\_\_
- ✓ Send higher-\_\_\_\_\_ buyers
- ✓ Send \_\_\_\_\_, \_\_\_\_\_ clients
- ✓ Create less \_\_\_\_\_ (not in scarcity)
- ✓ Respect \_\_\_\_\_ & professionalism

**You don't need more \_\_\_\_\_.**

**You need \_\_\_\_\_ partners.**

# Shift #4: Turn Cold Calls Into \_\_\_\_\_ Prospects

Cold calling positions you as a \_\_\_\_\_.

The Result:

↑ \_\_\_\_\_

↑ \_\_\_\_\_

↓ \_\_\_\_\_

Top producers don't start with the call, they start with \_\_\_\_\_. They create \_\_\_\_\_ first.

# Shift #5 – Commit to a \_\_\_\_\_ System

Trying to reinvent the wheel leads to:

Wasted \_\_\_\_\_

Wasted \_\_\_\_\_

Fruitless toil with \_\_\_\_\_ & \_\_\_\_\_

That's why top producers plug into a \_\_\_\_\_.

## Reflection

What was your biggest insight from this training?

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