



6-WEEK / IMPLEMENTATION PLAN



THE LOAN ATLAS
Guiding Originators to Peak Performance

WELCOME TO YOUR BOOTCAMP

We're excited to be on this journey with you!

Up to 40% of Realtors may not survive the buyer agent commission disruption. But those who you partner with, will. We are ready to partner with you to help you EMPOWER YOUR BUYER AGENTS through Chaos.

We are grateful to our community for asking us to curate this bootcamp based on the NAR trainings we've done to date. We can't wait for YOU to experience the confidence and impact that we are experiencing by employing all the resources in the bootcamp.

Cheers to helping Buyer Agents through this time of chaos...and to doing so in community with other amazing humans.

We promise to save you time, equip you to be the most valuable partner, and challenge you to implement...even when it's uncomfortable!

Thank you for spending your precious time with us.



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WHAT'S INCLUDED

6 WEEKS:

Each week includes videos, presentations, scripts or other resources

WEEK 1

Marketing psychology and formulas that work

WEEK 2

The NAR Bulletproof Buyer Consultation

WEEK 3

Practicing the NAR Bulletproof Buyer Consultation

WEEK 4

Teaching the NAR Bulletproof Buyer Consultation to an Agent

WEEK 5

Implementing and Scripting to help you overcome objections

WEEK 6

Implementing the NAR Bulletproof Buyer Consultation w/Agent Partners

4 DELIVERABLES:

1. Marketing formulas/psychology that help you increase your influence/authority and generate more leads.
2. Scripting to help you overcome objections.
3. Scripting to help shoppers shop for the most valuable REALTOR.
4. The NAR Bulletproof Buyer Consultation

OUR GOALS FOR YOU

- ☐ **INCREASED AUTHORITY & INFLUENCE**
 - ☐ **BECOME AN INDISPENSABLE PARTNER TO YOUR BUYER AGENTS**
 - ☐ **MORE LEADS IN THE NEAR FUTURE & LONG TERM**
 - ☐ **HAVE FUN ALONG YOUR LEARNING JOURNEY**
-

WRITE YOUR GOALS:

☐☐☐☐

OVERVIEW

WEEK 0:

Prepare to Crush it

WEEKS 1+2:

**Learn the Formula
& Consultation**

WEEKS 3+6:

**Implement with your
Current Buyer Agents**

AFTER BOOTCAMP:

**Gain more Buyer
Agent Partners**

IMPORTANT CALENDAR DATES



17
SEPT

KICK-OFF WEBINAR

12pm PT / 3pm ET

27
SEPT

WEBINAR #2

12pm PT / 3pm ET



8
OCT

WEBINAR #3

12pm PT / 3pm ET

18
OCT

WEBINAR #4

12pm PT / 3pm ET

25
OCT

WEBINAR #5

12pm PT / 3pm ET



1
NOV

WEBINAR & CELEBRATION

12pm PT / 3pm ET



"Every **Journey**
Begins with a
Single Step."

WEEK 0: Kickoff Webinar

Prepare to Crush it!

17
SEPT

WEBINAR: Tuesday, 12pm PT / 3pm ET



(1 hour) Kick Off Webinar, Tuesday at 12pm PT / 3pm ET

Homework:



(15 min) Read your Welcome Email, Watch the Course Intro Video



(15 min) Join the WhatsApp channel and Introduce Yourself



(20 min) Explore the 6-Week Implementation Plan



(15-30 min) Time block your calendar for the next 6 weeks for each Homework Action Item to ensure implementation (estimated completion times are given for each homework item).



After Webinar: Email your accountability group, get meetings on the calendar for weeks 3, 5, & 7

WEEK 1

Marketing Psychology & Formulas That Work

Homework:

- ☐ (30 min) Watch Marketing Overview Module by Tim Braheem and Complete the Learning Document
- ☐ (45 min) Watch Marketing To Referral Partners by Tim Braheem and Complete the Learning Document
- ☐ (45 min) Watch Maximize Your Marketing Module by Josh Mettle and Complete the Learning Document
- ☐ (15-30 min) Time block your calendar for the next 6 weeks for each Homework Action Item to ensure implementation (estimated completion times are given for each homework item).

27
SEPT

WEBINAR: Friday, 12pm PT / 3pm ET

- ☐ **Bonus Suggestion:** Buy a set of Exactly What to Say roleplay cards:

<https://exactlywhattosay.com/exactly-what-to-roleplay/>

We suggest doing it now if you're going to do it because they take 2-4 weeks to arrive and you might draw upon them later in the bootcamp. Cost: \$60.



"When you're **prepared**,
you're hoping a buyer
asks... 'Why you?'"

Real confidence comes
from **knowing**."

WEEK 2

The NAR Bulletproof Buyer Consultation

Homework:

- ☐ **(45 min) Watch the NAR Bulletproof Buyer Consultation**
- ☐ **(1 hr) Watch Phil M. Jones | Magic Words and Buyers Representation Agreements**
- ☐ **(1 hr) 1st draft - Make the presentation your own**
 - Go to a split/dual screen mode on your computer. Pull the video up on the left side and the presentation on the right side.
 - Make your own copy of the presentation....this will become YOUR VERSION of the presentation.
 - Watch the video while following along on the presentation.
 - Redraft the presentation as needed until it matches your branding, matches your product offering/value proposition, and is comfortable for you to present.
 - Watch the video one more time while following along on YOUR presentation. Pause the video and practice presenting, one slide at a time.

WEEK 3

Practicing the NAR Bulletproof Buyer Consultation

8
OCT

WEBINAR: Tuesday, 12pm PT / 3pm ET



(1 hour) Webinar, Tuesday at 12pm PT / 3pm ET

Homework:



(1 hour) First meeting with Accountability Group



(1-2 hours) Improve your presentation and record yourself on Zoom teaching the NAR Bulletproof Buyer Consultation to someone. Can be your spouse, a colleague, or trusted REALTOR partner, etc.

- Practice giving the presentation, one slide at a time.
- Practice giving the full presentation.
- Record yourself giving the full presentation to someone.
- Watch the video of yourself and improve it the next time you give it.



(15-30 min) Schedule time with a trusted Realtor partner to teach the NAR Bulletproof Buyer Consultation to them next week.



(20-60 min) **Optional:** As you're doing the above homework, rewatch NAR Bulletproof Buyer Consultation



*"You will make mistakes, but do as much research as you can **BEFORE** so you can learn from other people's mistakes."*



WEEK 4

Teaching the NAR Bulletproof Buyer Consultation to an Agent

Homework:

- ☐ (30-45 min w/notes) Watch Alex Hormozi's Value Equation & How to Generate 100M Offers
- ☐ (2 hrs) Prepare and Teach the NAR Bulletproof Buyer Consultation to a current Agent partner.
- ☐ (1 hr) Call Buyer Agents partners to see how they are doing converting to signed buyer agency agreements. When you reach someone who is having trouble, ask them to get together next week to introduce them to the EWTS Buyer Agent Scripts.

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OCT

WEBINAR: Friday, 12pm PT / 3pm ET



(1 hour) Webinar, Friday at 12pm PT / 3pm ET

WEEK 5

Implementing and Scripting to Help You Overcome Objections

Homework:

- ☐ (1 hr) second meeting with your accountability group
- ☐ (15 min) Watch Connection The Key Ingredient by Tim Braheem and Complete the Learning Document
- ☐ (10 min) Review the Value Equation Formula Document
- ☐ (1 hr) Review the Magic 'Exactly What to Say' Buyer Agent Scripts with an agent who is having a hard time converting buyer leads to signed buyer agency agreements.
- ☐ (1 hr) Role play the NAR Bulletproof Buyer Consultation with a trusted agent to a fictitious buyer (try to get a team member to role play with you).
 - Identify what buyer to give it to

25
OCT

WEBINAR: Friday, 12pm PT / 3pm ET

- ☐ (1 hour) Webinar, Friday at 12pm PT / 3pm ET

A man in a blue jacket and dark pants is rappelling down a steep, dark rock face. The background shows a bright sunset or sunrise over a mountain range. The scene is inspiring and adventurous.

"The harder you work for something, **the greater you'll feel** when you achieve it."



WEEK 6

Implementing the NAR Bulletproof Buyer Consultation w/Agent Partners

Homework:

- ☐ (1 hr) Practice the Magic 'Exactly What to Say' Buyer Agent Scripts to prepare for your consultation
- ☐ (1 hr) Deliver the NAR Bulletproof Buyer Consultation with a trusted agent to the buyer you identified.

1
NOV

WEBINAR & CELEBRATION: Friday, 12pm PT / 3pm ET

- ☐ (1 hour) Celebration Webinar, Friday at 12pm PT / 3pm ET



CONGRATULATIONS!

Implement & Celebrate Your Achievement!



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POST BOOTCAMP

Implement and Continue Meeting with Your Accountability Group.

- ☐ **Implement, Implement, Implement!**
- ☐ **Week 7: Meet with your Accountability Group**
Determine if you want to keep meeting and on what cadence
- ☐ **Share the NAR Bulletproof Buyer Consultation with your other trusted agents.**
- ☐ **Do the NAR Bulletproof Buyer Consultation consistently with all your trusted agents to buyers.**
- ☐ **Use the NAR Bulletproof Buyer Consultation to get new agent partners.**
 - *Call them up and tell them you have something phenomenal to share with them to help them through the agent commission disruption*
 - *Share examples of how you've seen it work for a couple of your most trusted buyer agents and that you're looking for one more trusted agent to work with*



“Success in the mortgage industry comes from a ***genuine passion*** for helping others achieve their dreams of homeownership.”

FAQs

Q: Can I go faster than this plan or do it differently?

A: Yes! Consider this a guide, but do whatever works best for your learning & implementation style.

Q: Can I go slower than this plan?

A: The bootcamp is designed to have you fully implementing within 6 weeks. We don't advise going much slower.

Q: Where do I go for technical / access questions?

A: Bootcamp@TheLoanAtlas.com or the chat button inside the portal (bottom right screen)

Q: Where do I go for questions on content or implementing?

A: Bring them to the webinars! The coaches will be answering all questions and live solutioning with you. You can also post in our WhatsApp thread to get feedback from your peers.

Q: What platform will be used for the webinars? When/how will I get my invitations?

A: We host them on Zoom and you will get an email asking you to sync your calendar.

READY TO LEARN?

CLICK HERE

To log in to your account

NEED SUPPORT?

We are here to help

Bootcamp@TheLoanAtlas.com

Kristin Hill

Bootcamp Experience
Coordinator

Krista Kokjohn-Poehler

Chief Experience &
Growth Officer

Anitza Villanueva

Member & Sales
Support Specialist



CHEERS TO THE JOURNEY



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