THE REAL VALUE THAT WINS MARKET SHARE in 2026

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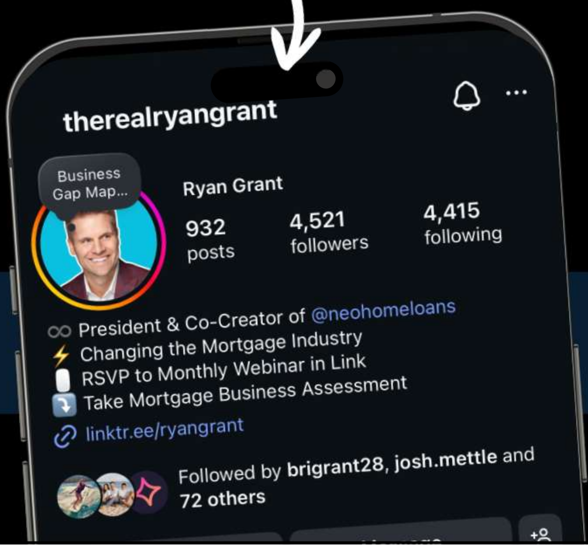


RYAN GRANT

Let's connect!

RYAN GRANT

- President of NEO Home Loans powered by Better
- Loan Atlas Co-Creator
- Art of Homeownership Co-Creator
- Top 25 Mortgage Professional in US
- Husband & Girl Dad of 2 daughters + girl dog

@RYANGRANTNEO
@THEREALRYANGRANT

EXECUTIVE AGENT

RYAN GRANT

By Lalaena Gonzalez-Figueroa

With over $2.3 billion in funding in 2011, imortgage has established itself as a significant resource for residential real estate loans. Since its inception in 1999 the firm has successfully navigated challenging financial markets and expanded its repertoire to provide a range of loans and products for a growing client base. imortgage offers a wide spectrum of financing options, ranging from luxury high-end purchases, to first-time home buyers and even credit impaired clients. The company's commitment extends beyond the consumer; imortgage representatives work closely with real estate partners in order to help them build and develop their businesses as well.

"Relationships matter to us, from consumers, to real estate agents to mortgage planners, we enjoy the opportunity to develop a sense of what people need."

Sales Manager Ryan Grant oversees an exceptional team of mortgage planners within imortgage's Newport Beach branch. Ryan states that "My team and our ability to work together is what make our service levels so special. As a loan officer or real estate agent, you cannot be effective in our business alone, which is why our team is so valuable." Growing up in the small town of Sonora, California, he developed a sense of business that emanates from a personal perspective. "Relationships matter to us," he explains. "From consumers, to real estate agents to mortgage planners, we enjoy the opportunity to develop a sense of what people need, and then to work with them to assist them in accomplishing their goals."

THE PLIGHT OF THE "LOAN OFFICER"

- **Selling the Highest Rates in OC**
  - No clue about the economics of the business
- **Struggled with confidence**
  - The same as every other LO – No unique value proposition
- **My Lead Generation and Business Development was inconsistent**
- **No Technology = Scalability Challenges**

- **I had "Referral Relationships," but I was NOT a great "LENDING PARTNER."**

@RYANGRANTNEO
@THEREALRYANGRANT

If a competitor offered your #1 referral partner 2 closings/mo...

(with proof)

Should they still be loyal to you?

- Yes
- Probably Not


Value ≠ One Tactic.
It's a Stack.
10 Layers of Value

1. BRING BUYERS AND SELLERS TO THE PARTNERSHIP

Lead Generation

2. INCREASE CONVERSION RATES FOR BUYERS AND SELLERS!

3. ELEVATE THE COLLECTIVE VALUE PROPOSITION

4. LISTING BUYDOWN STRATEGY (GAME CHANGER)

5. FORWARD COMMITMENTS FOR BUILDERS

(MUST HAVE IN TODAY'S WORLD)

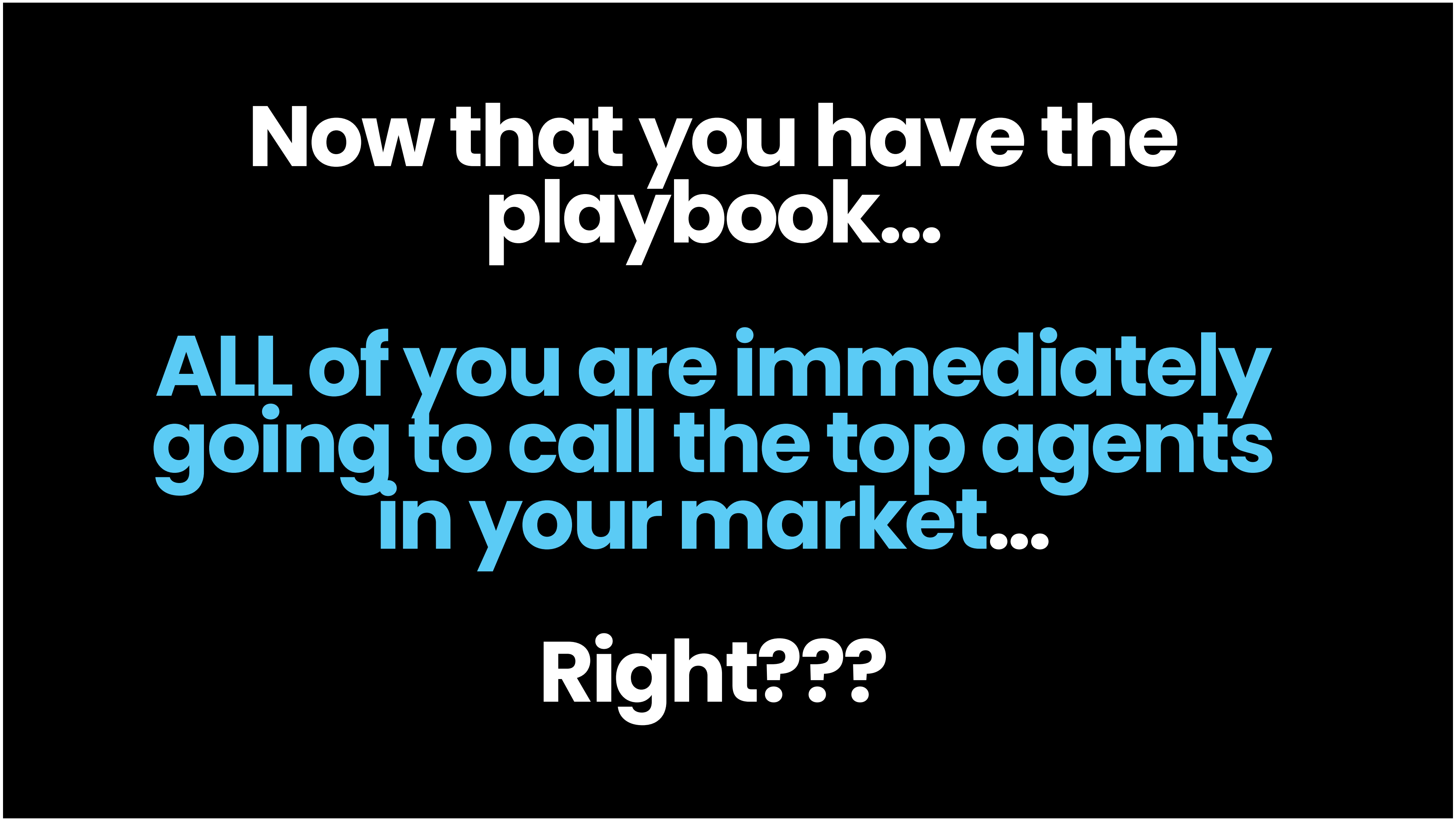
6. COLLABORATIVE TECH, TEAM AND SCALE

7. INTEGRATED DATABASES AND CO-BRANDED COMMUNICATIONS

8. INVEST IN GREAT BUSINESS PARTNERSHIPS!

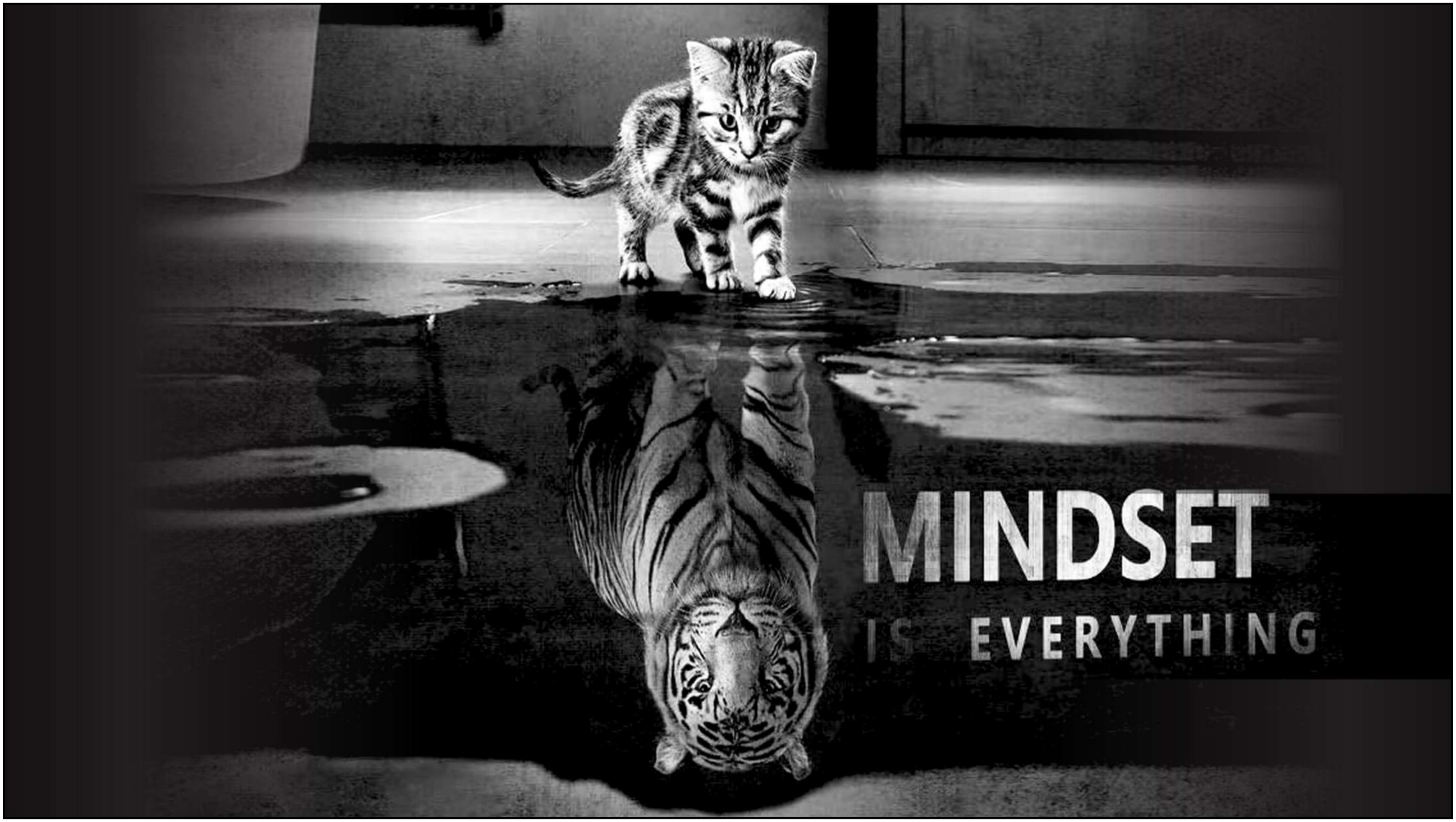
9. CONSISTENT STRATEGIC PLANNING AND TEAM COLLABORATION

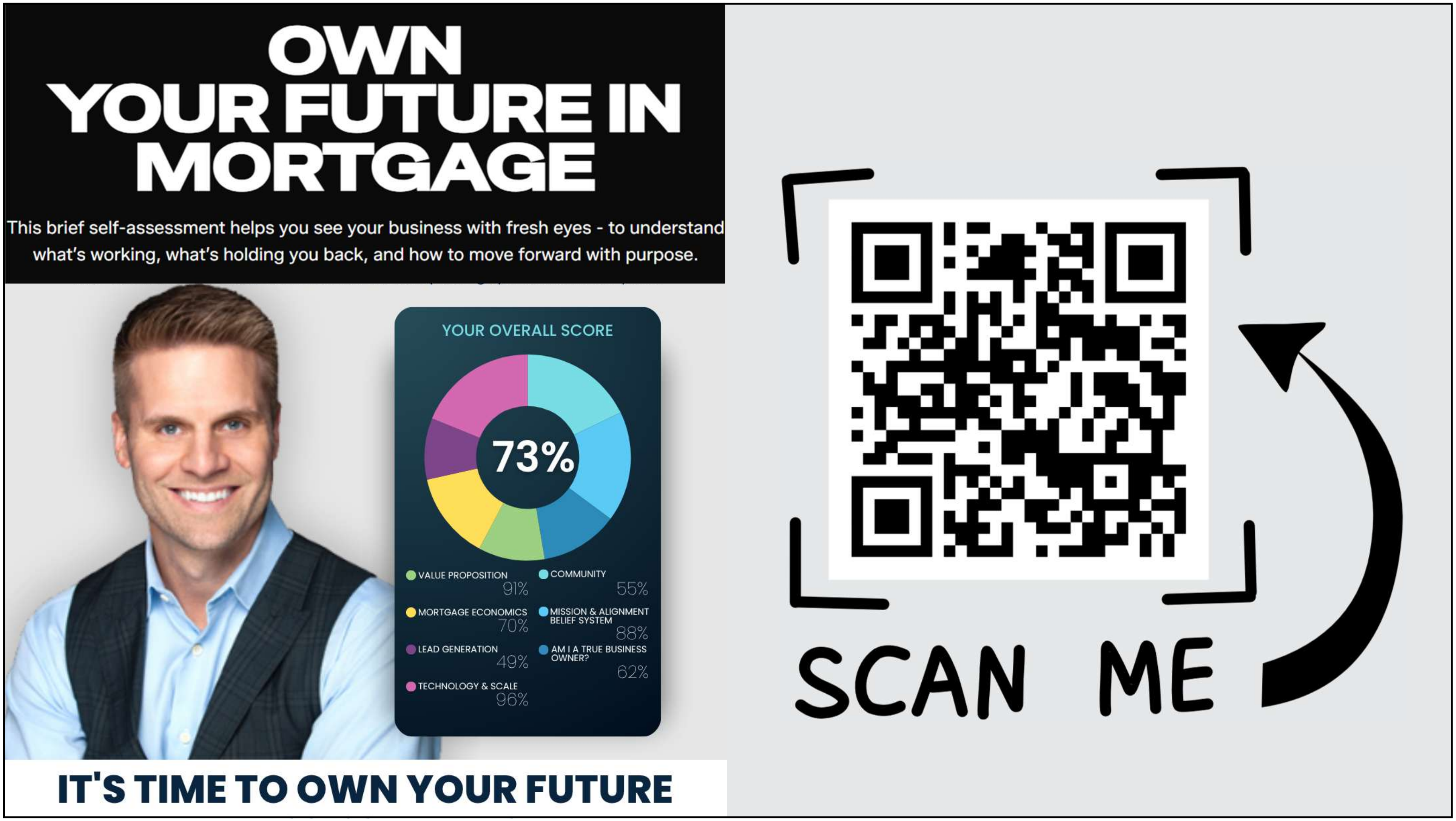
10. TEAM/PARTNERSHIP VISIBILITY


Now that you have the playbook...
ALL of you are immediately going to call the top agents in your market...
Right???

Who is the MOST VALUABLE mortgage professional in your market?

(based on value, not production)


MINDSET
IS EVERYTHING


OWN
YOUR FUTURE IN
MORTGAGE
This brief self-assessment helps you see your business with fresh eyes - to understand what's working, what's holding you back, and how to move forward with purpose.
YOUR OVERALL SCORE
73%
VALUE PROPOSITION 91%
COMMUNITY 55%
MORTGAGE ECONOMICS 70%
MISSION & ALIGNMENT BELIEF SYSTEM 88%
LEAD GENERATION 49%
AM I A TRUE BUSINESS OWNER? 62%
TECHNOLOGY & SCALE 96%
IT'S TIME TO OWN YOUR FUTURE
SCAN ME