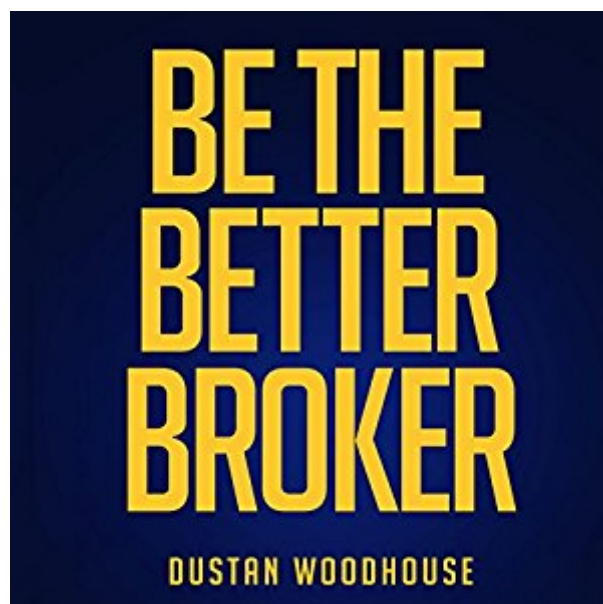


The book was found

Be The Better Broker, Volume 1: So You Want To Be A Broker?



Synopsis

Are you still trying to figure out what to do with your life? Are you considering a career in real estate, finance, or insurance? What about becoming a mortgage broker? Be the Better Broker is a series of books that teaches the core principles of successful mortgage brokering. This volume focuses on the traits, habits, and skills to start forming before you enter the business. This is the top producer starter kit. This book is about putting you on a path to success prior to being licensed. It's loaded with specific actions to take today, actions that will improve your value to clients and employers alike. Are you ready to be the better broker?

Book Information

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Customer Reviews

I just finished reading Dustan Woodhouse's "Be the Better Broker" and I read it more attentively than my licensing text book of ~750 pages absorbing everything he has written. I also found it to be more resourceful than my text book!!! It is indeed commendable that one of Canada's senior mortgage professionals has taken the time (he spent his summer weekends) and effort to write in such depth and share so unselfishly on the mortgage brokering profession. The purpose of writing this book comes out clear - "not to profit but to give back and educate. I have read almost everything that Dustan has written on his extremely informative blogs - <http://dustanwoodhouse.ca/blog> & <http://ourexpert.ca/> - and hence the value this book brings to its readers is no surprise. How refreshing it is to read a book that, for once, does not have baits or claims like "secrets of mortgage brokering" or "the millionaire mortgage broker"! It simply contains all of what it takes to be successful in a profession - "the right attitude, the right skillset

and the right approach. The book in fact is for anyone intending to pursue a professional calling (not just mortgage brokering). Thereâ™s a takeaway on every page of the book â€“ itâ™s packed with insights drawn from his own practice, it points you to his list of readings & resources and it contains processes that can be implemented effectively. In addition, the contents will inspire you and provide a glimpse into the mind and psyche of a successful professional. He has charted the way to success for the reader â€“ the inspiration is in implementing it in our professional lives. Dustan is one of those who have a gift of expression in presenting his thoughts and ideas logically and with such clarity that the material in the book flows very well.

Who would have thought a niche topic like becoming a better mortgage broker has the potential to be a best seller? Yet, I have no doubt that is exactly what Dustan Woodhouse has created here. I envision most major Canadian mortgage brokerage firms making this series of books required reading for all aspiring mortgage brokers. In fact, I only have one â€ˆcomplaintâ™, and that is I wish Dustan had already written volumes two and three of this captivating series. There are so many takeaways from this book, it is hard to come up with a list of the highlights. But for me, they are as follows: Chapter 4 is called â€œThree things we wish we had knownâ€•. Here Dustan asks twenty one brokers to identify the top three things they wish they had been told before taking the course, let alone entering the business. A recurring theme from this chapter; indeed throughout the book, is that our industry is generally woeful when it comes to preparing newbies to be successful in the real world of mortgage brokering. With respect, the licensing course is a formality, and does nothing to ensure success in the real world. Mentoring is hugely important, yet is rarely seen and done. Dustan laments â€œthe fact is that currently the industry lacks robust training.â€• The bulk of volume 1 is mostly about Dustanâ™s tenets for personal success. He generously shares all the little things he does routinely which collectively add up to make him a super-focused, highly disciplined sales machine. He might object to this characterization, as he repeatedly emphasizes itâ™s all about doing the right thing for the client, and success will follow. Itâ™s not necessary to replicate everything Dustan does â€“ some of it may not feel comfortable or natural.

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