

Mortgage Broking Business Plan

Business goals and objectives for next 12 months:

What are your business goals and objectives you have set over the coming year? What are your goals for the future? Are they specific, realistic and measureable?

Who is your Ideal Customer?

Provide details about your target market including demographics (eg age, gender, geography, needs and wants)

What is your competitive advantage?

What are all the reasons why a customer would select you over another mortgage broker?

How will you acquire new customers?

How will you generate leads? How do you retain your customers? What are your marketing activities?

Finance Plan	Goal/Target	Actual
(A) Upfront commission fee goal		
(B) Trail fee goal		
(C) Other revenue goal - Insurance		
(D) Personal income		
(E) Expected annual business expenses		
Net Profit = (A) + (B) + (C) - (D) - (E)		

Key Performance Indicators	Goal/Target	Actual
(K1) No of Settlements per Yr = (A) / (U)		
(K2) No of Settlements per Month = (K1) / 12		
(K3) No of Applications (pm) = (K2) x (Ratio 1)		
(K4) No of Appointments (pm) = (K3) x (Ratio 2)		
(K5) No of Leads/Referrals (pm) = (K4) x (Ratio 3)		
(K6) How many Referrers will I need?		

Assumptions:

Average Loan Size = \$_____ Upfront % = _____ Ave Upfront (U) = \$_____