

BUYER SCORECARD

MINDSET/FACTOR	1	2	3	4	5	6	7	8	9	10	11	12	SCORE	GOAL
EXPERIENCE	You have no mortgage industrz experience.			You have worked in the mortgage indusry, but have not had the opportunity to manage staff and interact with clients very much.			You have years of experience and are an accomplished professional.			You are an A-player that has the client experience and technical expertise to grow a business. You are increasingly able to add value for your clients.				
MOTIVATION	You are paralyzed by the idea of buying and can't move forward.			You are irritated with the work required to find the right practice. You wish there was an easy way to search and to know that you were making good decisions.			You are ready to move through each step of a buying process while asking great questions.			You know what you are looking for and are ready to take action once you find it.				
CONFIDENCE	You are self-critical and not sure you know what you are doing.			You are not sure you have all of the necessary talents to succeed at owning a firm. You have a nagging feeling that you are not ready to make a move.			You are comfortable in your abilities, experience and reputation.			You have the confidence to move forward quickly. You have a proven track record of helping clients and know this is the right path for you. You manage time well.				
RELATIONAL	You do not relate or communicate ideas effectively and do not like interaction. You are happiest when left alone with a spreadsheet.			You are unable to effectively share your ideas, knowledge, expectations and experiences and wish you were able to do this with more ease.			You are admired by others and create relationships well.			You have exceptional people skills and convey ideas and thoughts articulately. You have a positive attitude and professional demeanor.				
FUTURE VISION & AMBITION	You are not sure of what you want the future to hold or why you are buying. You have always followed the safest path.			You set limitations about what can be done and accomplished. You have dreams but they seem unattainable.			You are ambitious and currently accomplished and looking for more success.			You are committed to your big goals and willing to do the work needed. You see that everything in your past has prepared you for a much bigger future.				
VALUE WISDOM & EXPERTISE	You are not willing to listen to other ideas and resent any other experts.			You know you can't grow without being supported by other skilled people, but you've never been able to find people that can help you.			You are secure enough to look for and surround yourself with other successful people for advice and counsel.			You are committed to learning best practices and willing to listen to specialists and good counsel.				
READY TO CHANGE	You are angered by others opinions and not willing to try new ideas.			You want to keep status quo even if it isn't working. You are frustrated in your current situation, but something is holding you back.			You are comfortable with change and new ideas and concepts.			You are committed to big goals. You are always learning and continually find new ways to turn your vision into reality. Change is a constant for you.				
RISK TOLERANCE	You are scared to fail and this leads to paralysis and stagnation.			You often worry about risk and potential pitfalls.			You are comfortable stretching limits and taking risks.			You are willing to accept risk to achieve success. Growth is it's own reward.				
														