



# Business Fitness Checklist

- |   | Tick if<br>Yes           |
|---|--------------------------|
| 1 Do you have a current(written) Business Plan?             | <input type="checkbox"/> |
| 2 Do you have specific production goals?                    | <input type="checkbox"/> |
| 3 Do you have a targeted marketing plan?                    | <input type="checkbox"/> |
| 4 Do you have a system for evaluating your performance?     | <input type="checkbox"/> |
| 5 Do you have a system to evaluate client satisfaction?     | <input type="checkbox"/> |
| 6 Do you seek to see fewer people with better results?      | <input type="checkbox"/> |
| 7 Do you always adopt the same sales process(all clients)?  | <input type="checkbox"/> |
| 8 Do you have a systemised communication system?            | <input type="checkbox"/> |
| 9 Do you establish business partnerships with clients?      | <input type="checkbox"/> |
| 10 Do you study high performing mortgage brokers?           | <input type="checkbox"/> |
| 11 Do you have a >90% 'Application to Settlement' ratio?    | <input type="checkbox"/> |
| 12 Is 30% plus of your time spent on high value activities? | <input type="checkbox"/> |
| 13 Do you understand your business profit?                  | <input type="checkbox"/> |
| 14 Do you know the value (profit) of each client?           | <input type="checkbox"/> |

As a result of 5 years of working closely with many hundreds of Mortgage Brokers, FrontRunner is able to provide you a general comparative commentary about how your business might differ from the very best Mortgage Broking businesses in Australia.

Email your 'Total Yes Count' to [info@frcg.com.au](mailto:info@frcg.com.au) to receive a complimentary summary.

**Total Yes Count**