

Evolve With the Market:

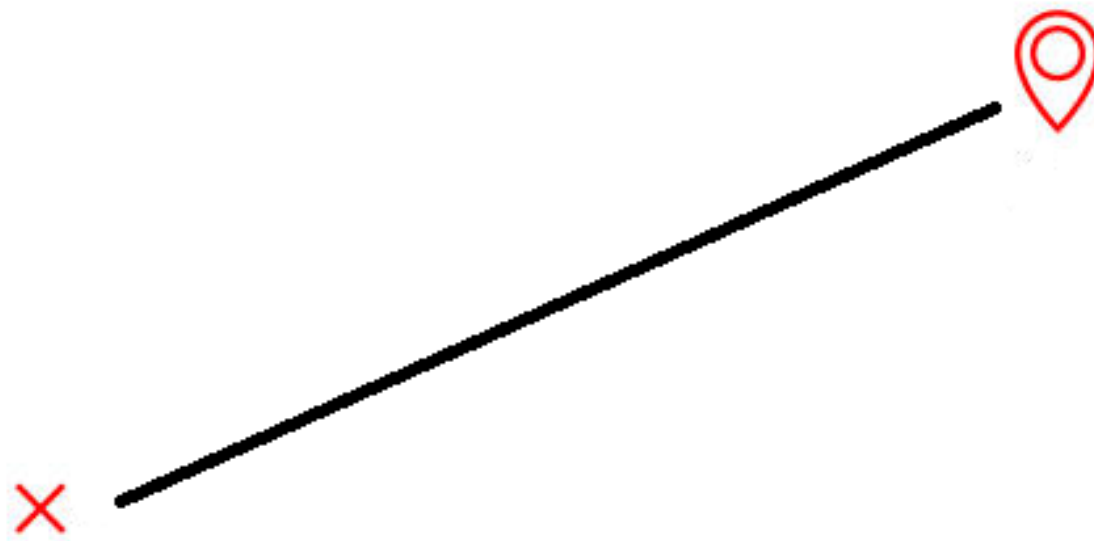
How to Navigate the Storms of Market Changes and Uncertain Economy Without Being Tossed Overboard

Dean Calvert, Co-Creator, CloserHUB, Co-Owner, The Closers, Inc.

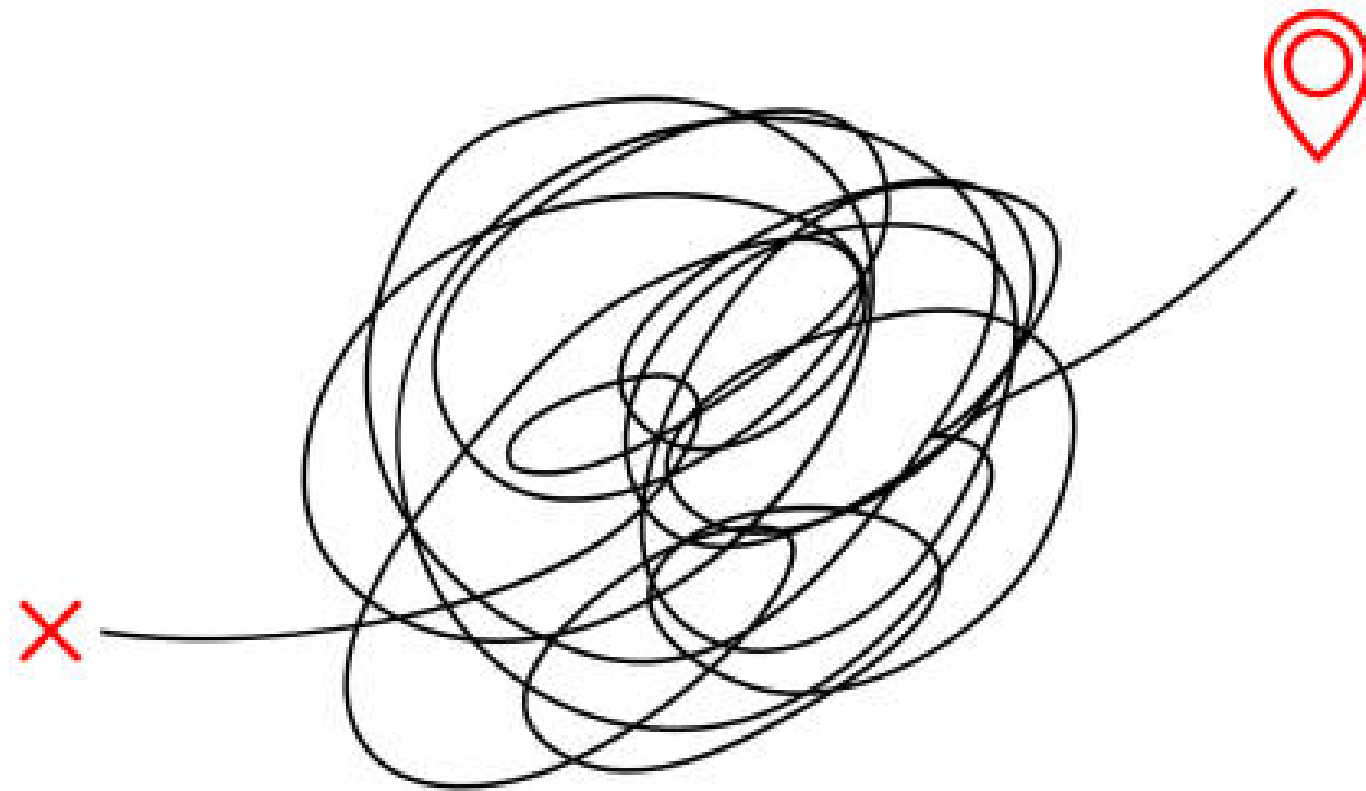
Steve Allison, Co-Creator, CloserHUB, Co-Owner, The Closers, Inc.



Business Plan



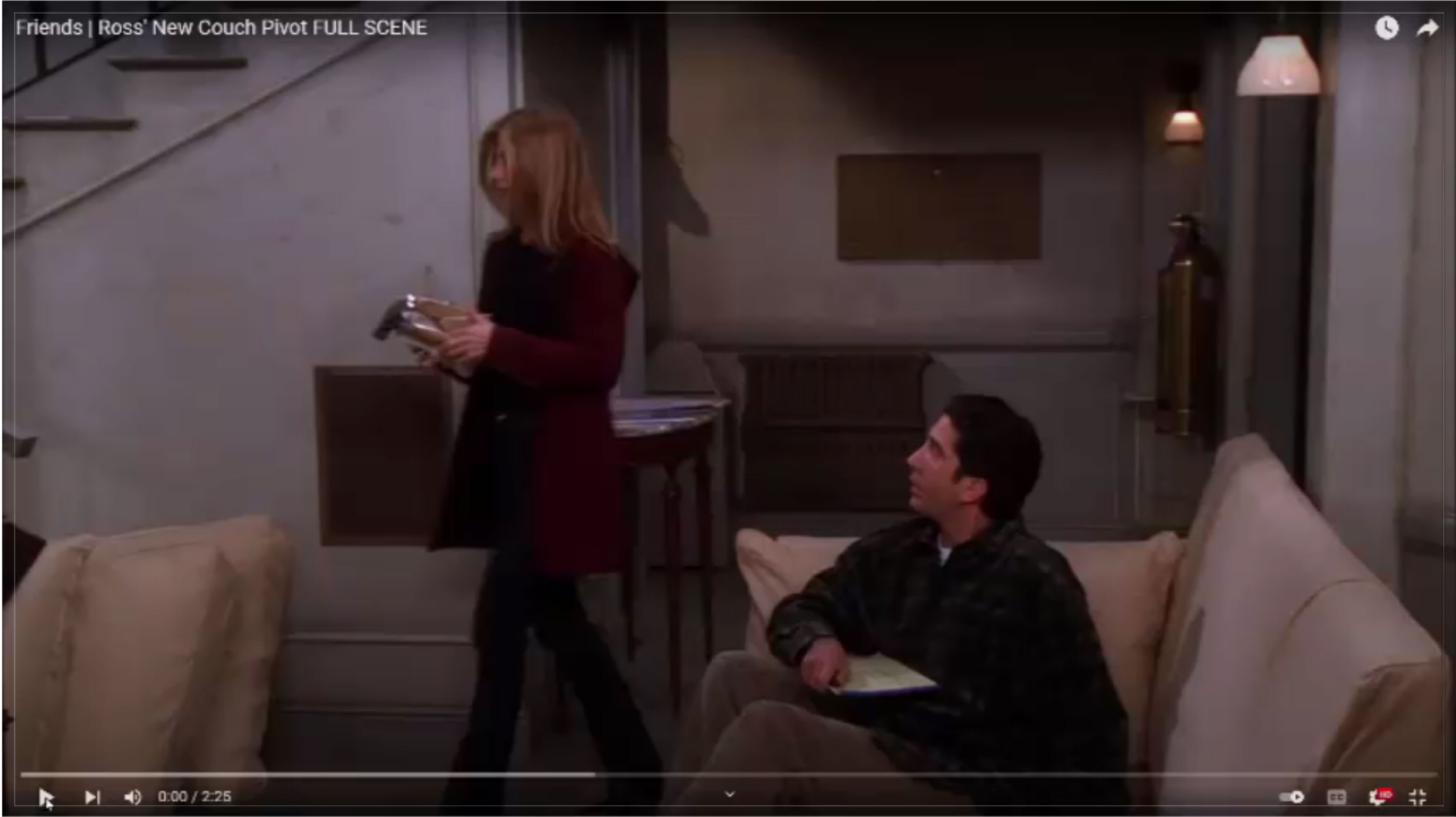
Business Plan



Business Plan

- **A Few of Our Roadblocks/Detours**
 - **Mobile Refi's**
 - **Mortgage Meltdown**
 - **REOs**
 - **Hybrid E-Signings**
 - **Trust Signings**
 - **Depositions**
 - **RON**
 - **Loan Modifications**
 - **Traditional Purchases**
 - **@ Title Company**

Actual Footage



PIVOT!!

- **Educate Yourself**
 - **Market Trends**
 - “The Market” vs. “Your Market”
 - Real Estate Publications
 - News Outlets
 - Mortgage Publications
 - Title Industry Publications
 - NNA

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- **Educate Yourself**
 - Market Trends
 - **Skill Training**
 - New Loan Products
 - New Signing Opportunities
 - New Business Opportunities

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- **Educate Yourself**
 - Market Trends
 - Skill Training
- **Economic Factors**
 - Interest Rates
 - Housing Inventory
 - Inflation

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- Educate Yourself
- **Marketing**
 - Identify Your Audience
 - Be Top of Mind
 - Use Your Personality
 - Stand Out from Your Competition
 - Test, Test, Test

PIVOT!!

- Educate Yourself
- Marketing
- **Build Relationships**
 - **Be Relational, NOT Transactional**
 - Past, Current, Potential Clients
 - Social Media
 - Networking
 - Other Notaries

Questions?

Presenter Contact Information

Dean Calvert, Co-Creator/Co-Owner

CloserHUB and The Closers, Inc.

www.CloserHUB.net

www.JoinTheClosers.com

admin@CloserHUB.net

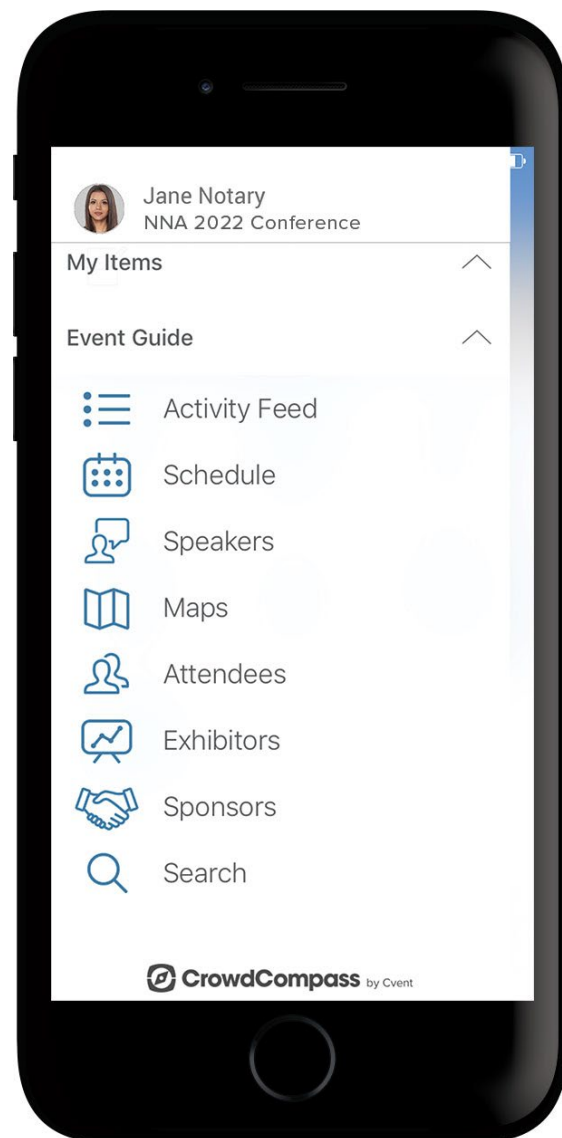
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