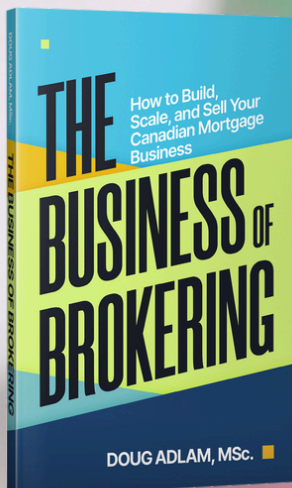




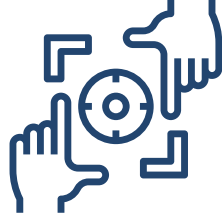
Needs Analysis Worksheet

Chapter 3 – Choosing the Right Network and Brokerage



Purpose: Use this worksheet to clarify your needs, compare brokerage/network models, evaluate offers.

1) Personal Compass: Alignment with Your WHY



a) What type of business model will best amplify your WHY and long-term vision?

b) In 3–5 years, do you want your business to feel like a JOB or an ASSET you could scale/sell? Why?

c) Top 3 non-negotiables (e.g., autonomy, mentorship, brand control, equity potential):

2) Autonomy vs. Support (Self-Assessment)

On a scale of 1 - lowest need to 5 highest need, circle/check what you need more of today .

Autonomy (choose tech, brand, processes, fast decisions):

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

Support (compliance, training, admin, leadership, systems):

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

3) Brand Vision



Which path best fits? (check one or more)

- ☐ Personal brand under my name
- ☐ New standalone brand I own and grow
- ☐ Leverage an established national brand (credibility & reach)





4) Compliance & Risk Appetite

Are you comfortable owning/regulating: audits, file reviews, AML, privacy, KYC, complaints, training?

☐ Yes, I'm energized by this or will staff/contract support

☐ Prefer shielding via network/brokerage

Gaps/concerns to address:



5) Offer & Contract Evaluation (Red Flags Checklist)

Check items present; add notes. Run all contracts by a lawyer/industry expert.

☐ Multi-year commitment / term length clear

☐ Clawbacks / repayment if I leave early

☐ Non-solicit / non-compete scope and duration

☐ Ownership/portability of leads, brand, URL, database

☐ Deferred comp/bonuses forfeited on exit

☐ Required software/tools and opt-out terms

☐ Split/fee change rights (unilateral?)

☐ Volume/efficiency thresholds (personal vs brokerage vs network)

☐ Lender access/status assumptions vs reality

☐ Clear off-ramp if support doesn't match promises



6) Reputation Map

Who am I standing beside under this logo? How do their wins/mistakes reflect on me?



Brokerage/team peers I'll be associated with (good/great fit?):



7) 90-Day Action Plan

What will I do over the next 90 days to create the business model I want?

Key advisors to engage (lawyer, accountant, mentor):

Decision deadline: Review date:

***Note: This worksheet is a strategic aid. It is not legal advice.
Consult qualified counsel before signing any agreements.***

