

FROM JOB TO BUSINESS.

The First Step to Build, Scale and Sell.

Most mortgage professionals build income. Very few build an asset. This is a 15-minute diagnostic — not a workbook to complete, but a tool to help you think differently about your business.

BROUGHT TO YOU BY

The Business of Brokering

Build. Scale. Sell.

READ FIRST

This is not a workbook to complete.

It's a tool to help you think differently about your business.

Most mortgage professionals build income. Very few build an asset.

There is nothing wrong with building a great income. But if your business depends on you to function — it is not a business.

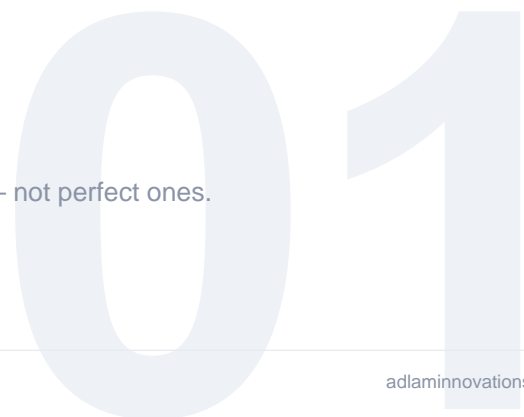
It is a job.

This guide will help you quickly assess where you are — and what needs to change if you want to build something that works beyond you.

TIME TO COMPLETE

~15 minutes

Complete this in one sitting. Value comes from honest answers — not perfect ones.



Most mortgage businesses are not built to run without the owner.

Not because the owner lacks skill. Not because the market isn't strong.
But because no one ever showed them how to build it differently.

So they did what worked:

- Closed deals
- Served clients
- Built relationships
- Generated income

And over time they built something successful —
but not something transferable.

02

If you stepped away from your business for 7 days...

What would happen?

What would continue without you?

What would slow down?

What would stop completely?

SELF-SCORE

Rate your business.

1 = Everything stops · 10 = Runs seamlessly

/ 10

INSIGHT

If your business depends on you to function, it is not yet a business — it is a job.

Job vs Business.

Two very different outcomes built from the same effort.

| <u>JOB</u> | <u>BUSINESS</u> |
|--------------------------|--------------------------------------|
| You generate all revenue | Revenue continues without you |
| You are required daily | Structure exists |
| Income-focused | Asset-focused |
| Activity-driven | System-driven |
| Hard to step away | Designed for continuity |

REFLECTION

Where are you operating today?

Mostly a Job

Somewhere in Between

Mostly a Business

KEY QUESTION

Are you intentionally building a business — or unintentionally maintaining a job?

04

The 4 Drivers of a Real Business.

A real, transferable business is built on four core drivers. Most businesses struggle not because of effort — but because these drivers were never intentionally built.

01

Independence

Can the business operate without you being involved in every decision?

02

Consistency

Is the client experience repeatable — or does it change depending on the day?

03

Profit Quality

Is there real, measurable profit — or just strong income tied to your effort?

04

Transferability

Could someone else realistically take over and run this business?

05

Rate yourself on each driver.

1 = Not in place · 10 = Fully built

| DRIVER | SCORE | WHAT NEEDS TO IMPROVE |
|------------------------|---------------------------|-----------------------|
| Independence | <input type="text"/> / 10 | <hr/> <hr/> |
| Consistency | <input type="text"/> / 10 | <hr/> <hr/> |
| Profit Quality | <input type="text"/> / 10 | <hr/> <hr/> |
| Transferability | <input type="text"/> / 10 | <hr/> <hr/> |

REFLECTION

Which score is lowest? Why?



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If you wanted your business to operate without you...

what would need to change?

What role needs to be removed from you?

What system needs to be built?

What decision have you been avoiding?

FUTURE CHECK

If nothing changes — what does your business look like in 3 years?



Start.

This is not about fixing everything. It's about starting.

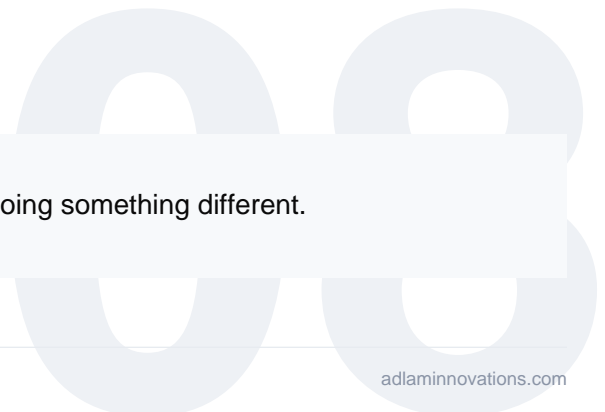
Choose ONE action you will take in the next 7 days.

WHAT WILL YOU DO?

WHEN WILL YOU DO IT?

REMINDER

Progress doesn't come from knowing more. It comes from doing something different.



Clarity is the starting point.

But clarity alone doesn't build a business.

Structure does.

If this exercise surfaced gaps in your business — that's a good thing.

There is a proven path to:

- Reduce dependency on you
- Build consistency across your business
- Improve the quality of your profit
- Create something that has real, transferable value

If you're serious about building beyond yourself — the next step is learning how to structure it properly.

09

You've done something most mortgage professionals never do.

You've stepped back — and looked at your business objectively. The question now isn't what you learned. It's what you do next.

Because insight without action changes nothing.

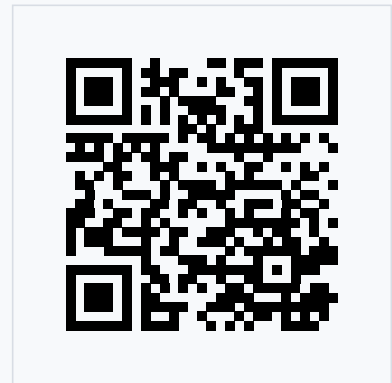
YOUR NEXT STEP

Build a business that works beyond you.

Scan the code or visit the address below. Inside you'll find the next step.

adlaminnovations.com

SCAN



You don't need more information.

You need a plan — and a place to start.

10

CLOSING THOUGHT

Build something that's worth something.

One day, you will exit your business —
whether you plan for it or not.

The question is...
What will be left
when you do?

THIS WORKBOOK IS AN EXTRACT FROM

The Business of Brokering — Build. Scale. Sell.

Continue the work at adlaminnovations.com

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