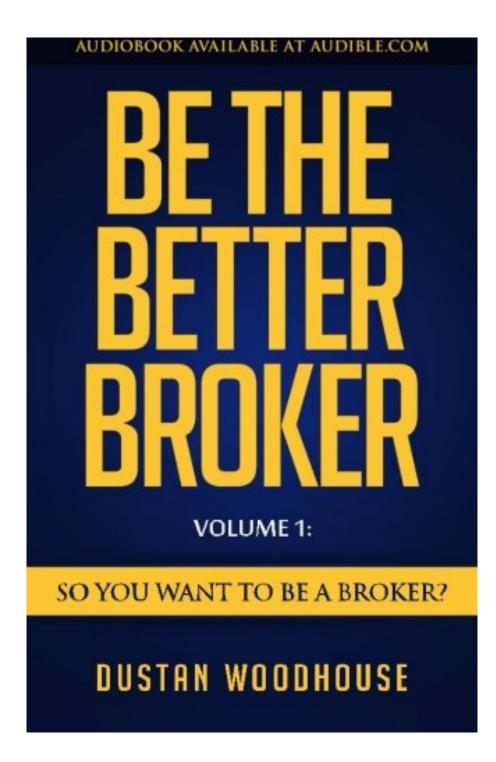


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About the Author

In a field of 16,000 Brokers, Dustan Woodhouse has ranked in the top 20 for 5 years running as recorded by Canadian Mortgage Professional (CMP Top 75).

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Are you still trying to figure out what to do with your life?

Are you considering a career in real estate, finance or insurance?

What about becoming a Mortgage Broker? Be the Better Broker is a series of books that teaches the core principles of successful Mortgage Brokering. This volume (1) focuses on the traits, habits, and skills to start forming before you enter the business. This is the top producer starter kit.

This book is about putting you on a path to success prior even to being licensed. Loaded with specific actions to take today, actions that will improve your value to clients and employers alike.

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- Sales Rank: #553510 in Books
- Published on: 2015-09-14
- Original language: English
- Number of items: 1
- Dimensions: 8.50" h x .58" w x 5.50" l, .66 pounds
- Binding: Paperback
- 254 pages

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1 of 1 people found the following review helpful.

Words of wisdom from a top producing broker

By Bai Jiang

Dustan truly practices what he preaches - there is no resource like this for our industry. I can understand why he's a top producing broker. I appreciated his courage and openness in sharing the challenges that he faced starting out in 2008. It is these challenges that motivated him to become a better version of himself and do whatever it takes to get the job done. I have much respect for him. Can't wait to read Volume 2!

1 of 1 people found the following review helpful.

Love his dedication

By Gary

Dustan's truly a professional! He's put in way more than the 10,000 hrs commonly need to Master an area of business. Love his dedication, and his devotion to his clients and the effort he puts in to his business. In business, it's all about adding value to the public and he's clearly done this with this book!

0 of 0 people found the following review helpful.

Top mortgage broker shares his secrets for success

By Ross Taylor

Who would have thought a niche topic like becoming a better mortgage broker has the potential to be a best seller? Yet, I have no doubt that is exactly what Dustan Woodhouse has created here. I envision most major Canadian mortgage brokerage firms making this series of books required reading for all aspiring mortgage brokers.

In fact, I only have one 'complaint', and that is I wish Dustan had already written volumes two and three of this captivating series.

There are so many takeaways from this book, it is hard to come up with a list of the highlights. But for me, they are as follows:

Chapter 4 is called "Three things we wish we had known". Here Dustan asks twenty one brokers to identify the top three things they wish they had been told before taking the course, let alone entering the business.

A recurring theme from this chapter; indeed throughout the book, is that our industry is generally woeful when it comes to preparing newbies to be successful in the real world of mortgage brokering. With respect, the licensing course is a formality, and does nothing to ensure success in the real world.

Mentoring is hugely important, yet is rarely seen and done. Dustan laments "the fact is that currently the industry lacks robust training."

The bulk of volume 1 is mostly about Dustan's tenets for personal success. He generously shares all the little things he does routinely which collectively add up to make him a super-focused, highly disciplined sales machine. He might object to this characterization, as he repeatedly emphasizes it's all about doing the right thing for the client, and success will follow.

It's not necessary to replicate everything Dustan does – some of it may not feel comfortable or natural. But clearly he is not simply stumbling along in his pursuit of greatness – he has a plan, a vision of who he is, and how he wishes to be perceived, and his actions and approach to his business are all consistent with this.

Another recurring theme is about self-discipline – in today's techno world, so many of us allow ourselves to be distracted throughout our day. Twelve hours at work may actually only translate to a few hours of productivity. Personally I feel this is a societal problem – certainly not limited to mortgage brokers. Dustan has mastered his own domain, and he is correct it is a huge area for improvement for practically all of us.

I came into the industry a few years before Dustan, yet his achievements make my own pale in comparison. However, I feel inspired by his writing and sincerely cannot wait to channel the knowledge he plans to share in volumes two and three.

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