

MY MIND ON MORTGAGES

NEWSLETTER

Content by Evan Swanson, CFP® NMLS 120856

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FINANCIAL FACTS:

As of December 2010 there were 161 online financial advice firms

(source: Tiburon Strategic Investors)

There are expected to be 1.6 billion internet connections worldwide by the end of 2013

(source: Tiburon Strategic Investors)

40% of US households utilize some form of online banking and 36% use online bill pay

(source: Tiburon Strategic Investors)

Downsizing reached the lowest level since 1997 last year when the US economy eliminated 529,973 jobs. This is 59% lower than the number of jobs lost in 2009.

(source: Challenger, Gray & Christmas, Inc.)

66% of investment advisers believe that alternative investments will be as important as or more important than traditional investments over the next 5 years, up from 52% in 2008.

(source: Morningstar)

The average hourly fee charged by hourly-based financial planners in 2010 was \$192.70.

(source: Journal of Financial Planning)

MY WHY, HOW, AND WHAT

By *Evan Swanson, CFP®*

Every once in a while, we are exposed to a thought that profoundly alters the way we view things. I recently experienced this when a colleague showed me a lecture by Simon Sinek entitled, "*How Great Leaders Inspire Action*."

I wanted to share this experience with you and encourage you to check it out for yourself for two reasons. First, the takeaways from this lecture are inspiring. No matter if you are a leader of a large organization or simply a person looking for direction in life, I am confident this lecture will help you gain clarity on what it is that motivates and provides you with a sense of purpose.

Second, in applying Sinek's message to my professional life, I realized there was a disconnect between the **reason** I do what I do and the **manner** in which I do it. In other words, I know why I am passionate about my role in the mortgage industry, but I don't think I've been explicit in sharing that with others. I thought I could use this newsletter as a communication piece to share my "why."

In the aforementioned lecture, Sinek describes why certain leaders are more successful than others in inspiring followers to action. (You can substitute the word "organizations," "businesses," "innovators," etc. for the term "leaders," and "employees," "customers," "audience," etc. for the term "followers.")

His thesis is that successful leaders or businesses start with an emotional drive, which he calls their "why" (i.e., beliefs, purpose, cause), and they allow that to influence the manner in which they deliver ("how") their product or service ("what").

To demonstrate this, he explains how Apple has positioned itself as a leader in the technology industry because the company has an emotional drive ("why") to challenge the status quo.

"How" does Apple accomplish its purpose? In Sinek's words, it does so "by manufacturing beautifully designed, user-friendly devices."

"What" is it that the company makes? Great computers.

The takeaway is that people aren't inspired by what you do; they get inspired by why and how you do it.

MY WHY

Professionally, I am driven by the desire to bring a high level of financial competence and professionalism to households through the mortgage process.

It is my belief that in order to achieve financial independence, households need guidance from competent, ethical advisers to navigate today's complicated financial landscape.

Unfortunately, the financial industry has developed in such a manner that most households don't have access to sound financial guidance and therefore struggle in their quest for financial independence. Furthermore, in the mortgage industry, most loan originators are more interested in making a commission than they are in taking the time to educate their clients on how decisions made with regard to a mortgage will affect other aspects of their financial lives.

It was because of the desire to truly help my clients that I completed an important career milestone in 2010 when I obtained the CERTIFIED FINANCIAL PLANNER™ designation. As far as I know, of the nearly 4,000 licensed mortgage originators in the state of Oregon, I am the only one who has completed this level of comprehensive financial education.

MY HOW AND WHAT

Despite my conviction to provide competent financial guidance, Sinek's lecture made me realize that my current mortgage delivery process and offerings, which he would refer to as my "how" and "what," do not necessarily reflect my "why." Therefore, I have expanded my services to include a few items of additional value.

First, I am excited to offer a free online financial coaching resource that delivers tools and information designed to help my clients make better financial decisions before, during, and after their mortgage is consummated. Please turn the page to learn more about this new resource.

Second, in addition to providing expert mortgage origination services, from now on I will offer a free financial review and up to one hour of complimentary financial planning to all of my mortgage customers after their mortgage has closed.

My goal is to not only provide outstanding mortgage services but also to help my clients get on the right track to financial independence.

To view Simon Sinek's lecture, "How Great Leaders Inspire Action," go to www.ted.com/talks/lang/eng/simon_sinek_how_great_leaders_inspire_action.html.

ANNOUNCING A NEW RESOURCE FOR YOUR FINANCIAL WELL-BEING

By *Evan Swanson, CFP®*

If there is a silver lining from the “Great Recession,” it is that many households are paying closer attention to their finances. From a personal perspective, the recession has motivated my wife and me to keep a closer eye on our monthly budget and set up bi-weekly meetings to review our financial position and discuss our goals.

I believe that the past five years will define my generation in much the same way that the Great Depression defined my grandparents’ era. I think that many of us will come out of this experience with better fiscal habits and, when it comes time to teach our children and grandchildren about healthy money habits, we’ll refer back to this time period.

I realize that I am fortunate to have a financial background and can apply my professional knowledge to my household finances. What if you have the same desire to “clean up” your household finances but don’t have a background in financial planning?

As a CERTIFIED FINANCIAL PLANNER™, I would be happy to discuss planning engagements with you, but if you’d rather handle planning yourself, then I have a great solution for you.

I am excited to offer all of my past clients a free membership to an online financial coaching website: <http://myfinancialindependencecoach.com/eswanson>.

This online coaching tool offers a ton of great content, including:

- *A life-planning template that guides the user through creating a life plan*
- *A cash-flow template that guides the user through tracking and planning household expenditures*
- *Educational materials covering all areas of comprehensive financial planning, including debt, retirement, taxes, insurance, and more*
Monthly interviews and articles from financial experts to help with specific areas of a person’s financial life

In my opinion, the best part about this website is that it can track your progress as you learn about various topics and complete the exercises.

If you would like to sign up for your free membership simply log onto the website and click ‘Enroll Now’.

There is no cost, and the content is not ad-supported, so you don’t need to worry about getting added to third-party spam email lists. I hope you find this resource valuable, and I look forward to helping you work toward financial independence!



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