



SEPTEMBER

**2023**

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**CANOPY**  
**P&L MODEL**

**TOP 5 COMPELLING  
REASONS TO  
CONSIDER**

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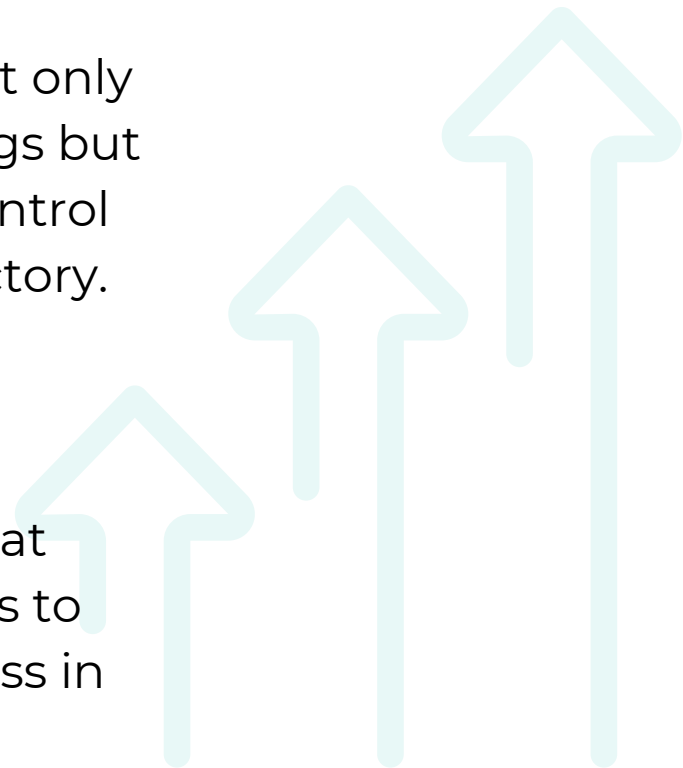
Lindon, UT 84042

# UNLOCKING YOUR EARNING POTENTIAL:

## The Power of The Profit & Loss Model in Modern Mortgage Lending

In the dynamic landscape of mortgage lending, loan officers are constantly seeking avenues to not only maximize their earnings but also to gain greater control over their career trajectory.

The Profit & Loss (P&L) model is as a game-changing approach that empowers loan officers to shape their own success in unprecedented ways.



# 1. CONTROL YOUR DESTINY

The P&L model offers loan officers a remarkable level of autonomy. Imagine having the ability to chart your course, set your goals, and execute strategies that resonate with your unique strengths and aspirations.

By embracing the P&L model, you manage your own costs and never pay for anyone else's mistakes. Step into the driver's seat of your career, making decisions that align with your vision and values. Manage your funds and reduce your own expenses through our proprietary technology NANO.

This control over your destiny translates into a more stable foundation for sustainable growth in any market condition.

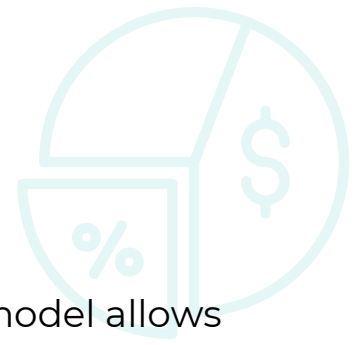
## ***A Journey of growth: From Solo Loan Officer to Team Leader***

*A little over four years ago, I started my journey with Canopy Mortgage as a solo Loan Officer. Today, I am a Branch Manager, leading a team of 14 exceptional mortgage professionals. Canopy Mortgage's unwavering support, groundbreaking technology, and commitment to low costs with full P&L freedom have driven this transformation. This is more than a company; it's a place where your personal and professional evolution thrives.*

~ E. Lee Smith - Branch Manager ~



## 2. BETTER MARGINS



Financial rewards matter. The Canopy P&L model allows for the potential of better margins while providing more transparency around your costs. As you take on the responsibilities of a P&L-based loan officer, you're positioned to enjoy a greater share of the revenue you and your branch generate.

This can translate into higher commissions and bonuses, amplifying your earning potential. The direct link between your efforts and your financial rewards is a motivating factor that drives your performance to new heights. Canopy's P&L model offers fixed margins which are lower than the industry average.

### **Boosting Profits & Efficiency:**

#### *My Game Changing Move to Canopy*



*So grateful I made the switch to Canopy Mortgage back in 2018. Now I have had complete freedom to run my branch P&L. I am set with great margins and my max comp is totally dialed in. With the incredible technology I can originate 10 loans with the same amount of time I put in to originate 3 loans at other shops. I am making much more money per loan and giving the buyers a much better price. Canopy has truly been an incredible blessing for me and my family.*

*~ Dustin Duckett - Senior Mortgage Loan Officer ~*



### 3. LOWER COST

Amidst market volatility, the expenses tied to loan funding can prove detrimental. According to MBA reports, the cost-to-produce a loan has surged by 275% since 2012.

Your lender may be charging you for mounting tech debts, investor charges, and ancillary fees, which all impact your bottom line. Canopy's P&L provides a solution to fortify your financial standing by curbing costs and increasing efficiencies.

The P&L model coupled with Canopy's proprietary technology equips loan officers to effectively manage expenses while achieving more with less.

A recent study conducted by the independent research firm, The Stratmor Group, unveiled that Canopy's cost-to-produce a loan stands at 100-125 basis points lower than industry peers.

### **Empowering Financial Wellness:** *Delivering Competitive Rates*

*As a mortgage lender, I understand the significant impact that interest rates can have on the financial well-being of individuals and families. With my competitive rates, I can help them save money, build equity, and ultimately enhance their financial well-being. Providing my borrowers and friends with great mortgage rates is not just a business strategy; it is a genuine commitment rooted in my belief in homeownership, and the value of meaningful relationships and contribute to their long-term financial success.*

~ Kent Neumann - Branch Manager ~



## 4. INCREASE COMP

Adopting the P&L model will have a direct impact on your compensation. In conjunction with your margins, you can dial in your bps and your max comp.



## 5. FREEDOM TO BUILD

Looking to establish your own branch or enhance the operational efficiency of your existing one? The P&L model empowers you to build your branch and earn overrides on production while increasing your footprint and establishing yourself as an expert in your community.

### **Boosting Profits & Efficiency:**

### *My Game Changing Move to Canopy*

*Joining this team was like stepping into the future of mortgage lending. I like to say that we finally found our mortgage Nirvana. The technology here is top-notch, streamlining operations/costs and making every day more efficient.*

*We have control over all aspects of the loan process, which has been a game-changer for my team. And let's not forget the people—friendly, hardworking, and true to their word. From day one, all promises have been kept and expectations exceeded.*

*If you're looking for better margins, lower costs, and the freedom to build and grow your business your way, this is the place to be.*

*~ Jasmine Krnjetin - Loan Officer & Mortgage Queen ~*



# UNLOCK YOUR POTENTIAL

## Questions to Consider

As you contemplate your next steps in the mortgage lending journey, these questions can help you evaluate your current situation and explore the possibilities offered by the P&L model:



- **What benefits is my current retail model giving me?** \_\_\_\_\_

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- **What value does my branch/regional manager provide to my career growth?**

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- **How many rate exceptions have I had in the last 90 days?**

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- **Is my current lender providing the most transparent and dynamic approach to assessing profits and losses within my current business structure?** \_\_\_\_\_

# CONCLUSION

By delving into these questions, you can gain a clearer perspective on the advantages of transitioning to the P&L model.

The P&L model isn't just a shift in structure; it's a pathway to greater control, higher rewards, and the freedom to shape your own success story in the mortgage lending arena.

You've taken the first step by exploring the '5 Reasons to Consider the Canopy P&L Model' report. Now, it's time to dive deeper into a realm of transformative lending. Unleash the potential of your lending approach and discover how Canopy's innovative solution can revolutionize your business.

We challenge you to embrace the potential of the P&L model with Canopy Mortgage, and watch your career soar to new heights.

Learn more about the future of profit-driven lending today.

[CanopyMortgage.com](https://CanopyMortgage.com)



Canopy Mortgage, LLC 360 Technology CT. Ste 200 Lindon, UT 84003 | Equal Housing Lender | Licensed in all states EXCEPT NY | NMLS ID# 1359687 | NMLSCustomeraccess.org

**For The Stratmor Group:**

"The Stratmor Group. 2023. Canopy's cost to produce a loan is 100-125bps lower than peers."

**For the Mortgage Bankers Association (MBA):**

"Mortgage Bankers Association (MBA). 2023. MBA reports show a 275% increase in cost-to-produce a loan since 2012."