BORROW SMART UNIVERSITY

The third side.

Why the agent belongs in every client's wealth conversation.

Start with the life.
Then structure the loan.

Daryn Fillis · NEO Home Loans · NMLS #1988371

START HERE

Before price. Before property. Before financing.

What are we trying to make possible?

Better questions.
Better decisions.

THE STAKES

The home can be the client's largest asset. The mortgage can be the largest liability.

THE LIFE

Home

Shelter, belonging, family, work, schools, and the rhythm of daily life.

THE POSITION

Real estate

Value, equity, costs, location, condition, and future options.

THE OBLIGATION

Mortgage

Payment, interest, term, liquidity, risk, and the plan after closing.

Source: Todd K. Ballenger, *Borrow Smart Repay Smart* (2020), PDF pp. 11-17.

WHY DARYN

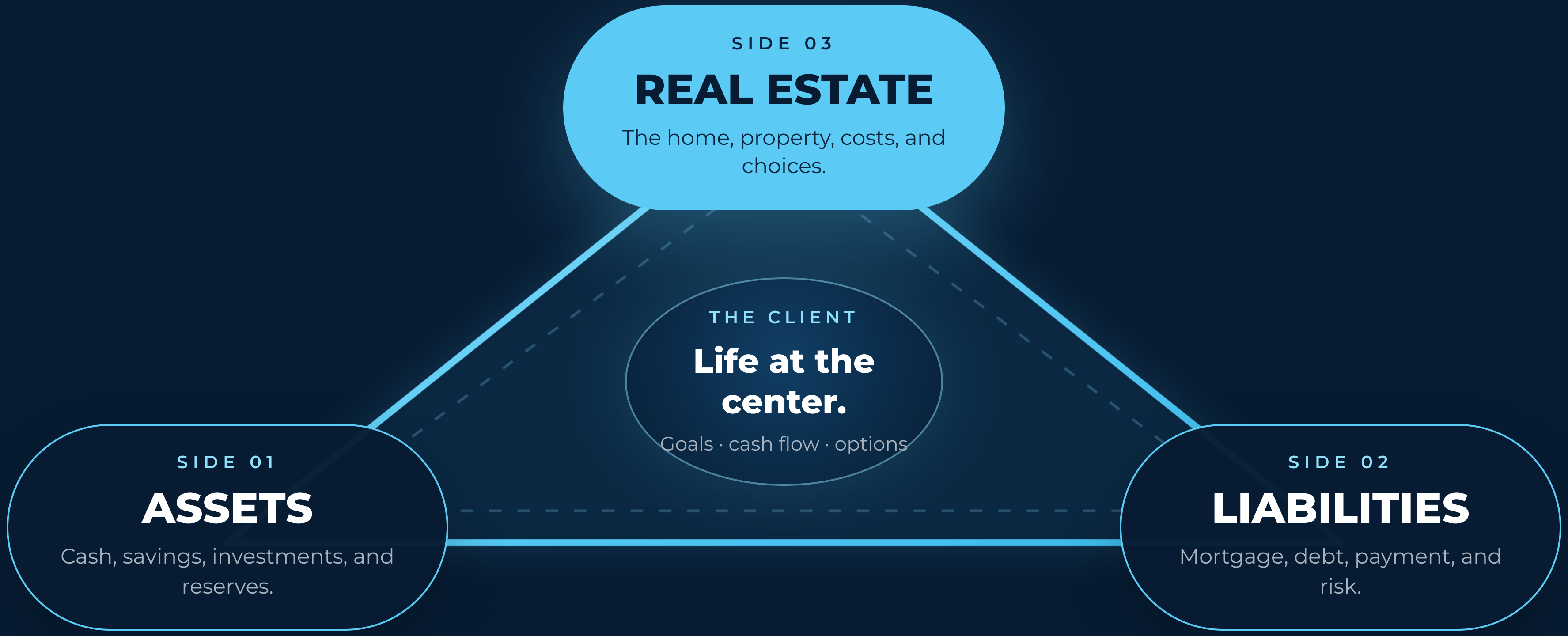
I connect the property decision **to the financial life around it.**

> **The best loan structure begins with the client's goal, timeline, cash flow, liquidity, equity, and risk.**
>
> When the agent and mortgage strategist ask those questions together, the client can see the full decision before an offer turns it into a deadline.

Rate is one number.
Strategy is the full picture.

THE UNIQUE MECHANISM

A traditional balance sheet has two sides.
What belongs above them?



Sources: Ballenger, *Borrow Smart Repay Smart*, PDF pp. 23-28; The Borrow Smart Chronicles, Aug. 2, 2024.

SOME ASSUMPTIONS

"I help clients buy houses. Their financial plan belongs to someone else."

You do not have to give financial advice to lead a better financial conversation.

Your role is not to have every answer. It is to bring the right questions into the room early.

THE AGENT'S INFLUENCE

You shape the third side before the loan is structured.

1	**Location**	The neighborhood changes commute, schools, support systems, and daily life.
2	**Property**	Condition, dues, insurance, maintenance, and resale all change the financial position.
3	**Contract**	Price, credits, contingencies, timing, and repairs affect cash and risk.
4	**Possibility**	The right home should support the life the client wants without consuming every option.

ROOM CHECK

Where does your buyer conversation begin?

MAXIMUM PRICE

What can the client qualify to buy?

THE LIFE

What are they trying to make possible?

THE SEARCH

Which homes match the wish list?

THE PAYMENT

What monthly number feels comfortable?

Show of hands. There is no wrong answer. The order changes the conversation.

BALANCE SHEET BASICS

Moving money changes its location. The long-term consequence comes later.

ASSETS

Cash and investments

Accessible resources with different levels of safety, liquidity, and return.

LIABILITIES

Mortgage and debt

Obligations with different costs, payments, terms, and risks.

Assets minus liabilities equals net worth. The location of money changes what it can do next.

Source: Ballenger, *Borrow Smart Repay Smart*, PDF pp. 23-26.

THE THIRD SIDE

Real estate touches both sides and changes the life between them.

AS AN ASSET

Value and equity

The position may grow or decline. Equity is not the same as accessible cash.

AS REAL ESTATE

Home and property

The client lives inside the asset while location, condition, and ownership costs keep changing.

WITH A LIABILITY

Debt and payment

The mortgage affects cash flow, borrowing capacity, flexibility, and the future plan.

Sources: Ballenger, *Borrow Smart Repay Smart*, PDF pp. 11-17 and 23-28; Ballenger, Mortgage Professional, June 6, 2012.

HOUSE + HOME

The house is the financial position.
Home is the life lived inside it.

A life-first agent holds both truths at once. The property must serve the client's daily life and fit the full financial plan.

The mortgage is one decision.
The life around it is the point.

Source: Ballenger, *Borrow Smart Repay Smart*, PDF pp. 11-13.

SOME ASSUMPTIONS

"If the client qualifies, the home is financially right for them."

Qualification answers whether a structure may be available. It does not answer whether the full decision fits the life.

Approval is a threshold. Strategy is the conversation around the threshold.

QUESTION LEADERSHIP

You do not need to become the client's financial advisor.

ASK
The life question
What should this move make possible?

SURFACE
The tradeoffs
What changes with this property, price, and timing?

CONNECT
The right experts
Who should confirm the lending, tax, insurance, or investment impact?

COORDINATE
The decision
What must the agent and lender solve before the offer?

DOCUMENT
The plan
What did the client choose and why?

REVISIT
The next chapter
What changed after closing?

THE THIRD-SIDE CONVERSATION

Four questions keep the client inside the full decision.

1	**Life**	What are we trying to make possible?
2	**Property**	What tradeoffs come with this home and location?
3	**Position**	What does the purchase do to cash, debt, reserves, and flexibility?
4	**Path**	What needs to remain possible after closing?

Compare the tradeoffs.
Then decide.

BEFORE THE SEARCH

Define the life guardrails before the listings define them.

01

Daily life

Commute, family, space, schools, care, work, and community.

02

Time horizon

How long should the home and loan need to work?

03

Monthly life

What full housing cost leaves room for everything else?

04

Options

What cash, flexibility, and future choices should remain?

DURING THE SEARCH

Every showing reveals more than rooms and finishes.

OWNERSHIP COSTS

Taxes, insurance, HOA, maintenance, utilities, and known repairs.

PROPERTY RISK

Condition, insurability, project eligibility, location, and marketability.

LIFE FIT

The home has to work on a normal Tuesday, not only on showing day.

FUTURE FLEXIBILITY

Resale, rentability, expansion, accessibility, and the next likely life change.

BEFORE THE OFFER

The strongest offer starts with a coordinated decision.

CHECK

PROPERTY

Confirm the home, disclosures, costs, insurability, and financing fit.

→

COMPARE

TRADEOFFS

Price, credits, cash to close, payment, reserves, contingencies, and timing.

→

COORDINATE

EXECUTION

Agent, lender, client, and other advisors know the plan and backup path.

Better client decisions before the offer.
Clean execution after it.

AFTER CLOSING

Closing is the starting line.
The strategy keeps moving.

1	**Track**	Value, equity, payment, costs, and the rest of the balance sheet.
2	**Review**	Return to the plan when life, income, markets, or goals change.
3	**Connect**	Bring in lending, tax, insurance, estate, or investment professionals when needed.
4	**Stay useful**	The agent remains connected to the client before the next move becomes urgent.

The loan is temporary.
The strategy lasts.

THE ADVISORY TEAM

No one professional owns the whole wealth journey.

REAL ESTATE AGENT

The third side

Life fit, property, market, contract, and the path to ownership.

MORTGAGE STRATEGIST

The liability

Qualification, structure, payment, liquidity, and execution.

FINANCIAL TEAM

The assets

Investments, taxes, insurance, estate planning, and risk.

THE CLIENT

The decision

Priorities, tradeoffs, consent, discipline, and the life being built.

Source: Ballenger, *Borrow Smart Repay Smart*, PDF pp. 180-183.

CLIENT SCENARIO

A buyer can qualify and still need a better question.

A family can stretch for the larger home or buy the home that preserves reserves, shortens the commute, and leaves room for childcare and a future move.

OPTION A

More house now

More space, higher ownership cost, less liquidity, and a tighter monthly life.

OPTION B

More options later

Different property tradeoffs, stronger reserves, and more flexibility after closing.

Ask the room: Which facts do you need before you can call either option better?

Illustrative discussion only. No investment, tax, legal, insurance, or loan recommendation is implied.

NEXT STEP

Bring one client.
Run one third-side review.

One current buyer or homeowner.

Four better questions. A coordinated next step.

Ask: Life. Property. Position. Path.

424-396-6967 · darynfillis.com/schedule

You help clients choose more **than the house.**

You help shape the third side of the balance sheet and the options that remain after closing.

Start with the life.
Then structure the loan.

LIVE Q&A

Which client needs a bigger conversation?

Better questions.
Better decisions.

Life. Property. Position. Path.
Then structure the loan.

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