

GOT MORTGAGES UNIVERSITY LIVE

NAHREP CENTRAL NEW JERSEY • RISE & RALLY

got mortgages?

PROFESSIONALS SUCCEEDING IN **THIS MARKET**

THE B.U.I.L.D.E.R.S. FRAMEWORK

Market strategy. Real systems. AI in action.

The exact tools and workflows we use.

ABDEL KHAWATMI

Got Mortgages | PRMG

SCAN FOR YOUR
NAHREP TOOLKIT



GotMortgagesNJ.com/NAHREP

Everything from today's session.

SLIDES • WORKBOOK • INFOGRAPHIC • KPI TRACKER

WHO I AM

ABDEL KHAWATMI GOT MORTGAGES



STILL PRODUCING

Leading branches. Working real files.



SYSTEMS I ACTUALLY USE

AI, follow-up, content and accountability.



SHARING WHAT WORKS

HousingWire collaboration. National stages.
Field-tested workflows.



JUST A MORTGAGE GUY. Really good at modern technology.

AI SUPPORTS THE EXECUTION. THE BUSINESS IS GROWING.

+72%

UNITS & VOLUME

Reported growth, Jan–Sept 2026

+56 BPS

PROFITABILITY

Reported improvement, Jan–Sept 2026

+104%

UNITS

Reported two-year growth, June 2026

+64%

VOLUME

Reported two-year growth, June 2026

AI helps us turn meetings into follow-up, expertise into content, and resources into training.

THE TOOLS SUPPORT THE WORK. THE TEAM DRIVES THE RESULTS.

Source: internal business figures shared by Abdel Khawatmi. Overall results; AI's individual contribution has not been measured. Reporting periods overlap.

CURRENT MARKET CONDITIONS

What it means for your clients

01

PAYMENT FIRST

Rates + affordability

02

CREATE OPTIONS

Credits + buydowns +
concessions

03

SELLER STRATEGY

Price + condition +
marketing

WATCH: Inflation / Jobs & wages / Energy / Fed policy

EXPLAIN THE OPTIONS. OWN THE FOLLOW-UP.

THE OPERATOR TRAP

When every task depends on you, growth hits a ceiling.

THE TRAP

01

RANDOM LEAD CHASING

No database rhythm. No clear next step.

02

ADMIN OWNS YOUR DAY

Texts, paperwork and fires crowd out CEO time.

03

INVISIBLE LOCAL BRAND

You show up only when you need business.

04

THE PROCESS LIVES IN YOUR HEAD

Follow-up depends on memory.

THE SYSTEM TO INSTALL

DAILY FOLLOW-UP RHYTHM

CRM smart lists + reminders + assigned next steps.

PROTECTED TIME + HANDOFFS

Calendar blocks + SOPs + delegated tasks.

CONSISTENT EDUCATION

Client questions + local insight + scheduled content

ONE REPEATABLE WORKFLOW

Capture the lead. Assign the task. Track the result.

TOOLS WE USE

CRM / Zapier / Fireflies / ChatGPT / Google Calendar / KPI scorecard

BUILD A BUSINESS THAT RUNS ON SYSTEMS.

B.U.I.L.D.E.R.S.

Your business blueprint for systems, leverage & AI.

01

B

Blueprint Growth Plan

Find the 20% of work driving appointments, listings and referrals.

02

U

Unlock Action

Remove 3 low-value tasks. Build 1 SOP. Protect your CEO Hour.

03

I

Identify Your Edge

Keep trust, strategy and negotiation. Delegate or automate repeatable work.

04

L

Leadership Mindset

Lead from weekly priorities and pipeline data instead of your inbox.

05

D

Distinctive Brand

Turn one client question into useful content across your channels.

06

E

Energy + Accountability

Track meaningful activity. Give every next step an owner and due date.

07

R

Replace Yourself Through Systems

Build repeatable follow-up for open houses, buyers, listings and past clients.

08

S

Smart Hiring

Define outcomes and a scorecard before adding your next team member.

09

S**MOST IMPORTANT + BONUS**

Scale Without You

Use one command center. Fix what breaks when you step away.

THIS WEEK: Choose one step. Install one workflow. Track one result.

STEP 1 OF 9

B BLUEPRINT GROWTH PLAN

Find the 20% that drives appointments, listings, and referrals.

01

MAP YOUR LAST 30 DAYS

Review consults, showings, admin, content, follow-up, and partner meetings.

02

CIRCLE YOUR HIGHEST-VALUE WORK

Protect appointments, negotiation, client strategy, and relationships.

03

FIND THE FIRST BOTTLENECK

Where do leads stall, sellers wait, or buyers lose momentum?

04

CHOOSE ONE WORKFLOW

Start with open-house follow-up, a buyer consult, or a listing launch.

TOOLS WE USE



Google Calendar + Calendly



CRM activity report



ChatGPT audit prompt



Daily scorecard + Drive SOPs

PROMPT TO TRY

Review my calendar and CRM activity. Identify my top five tasks to automate or delegate.



MATERIALS



LET'S CONNECT

KNOW WHERE YOUR TIME CREATES BUSINESS.



STEP 2 OF 9

UNLOCK ACTION

Execution over ideas. Leave with moves, not notes.

01

REMOVE 3 LOW-VALUE TASKS

Start with reminders, recap emails, review requests, or post formatting.

02

BUILD 1 SOP

Record a task. Use AI to draft the steps, checklist, and handoff.

03

PROTECT YOUR CEO HOUR

Block weekly time for pipeline, content, database, and offers.

04

START ONE DAILY HABIT

Five database touches, one video, or one partner or past-client check-in.

TOOLS WE USE

- Plaud / Zoom recordings
- Email + text templates
- Zapier triggers
- Daily market update + AI check-in

PROMPT TO TRY

Turn this transcript into an SOP with steps, owner, deadline, and quality standard.

**MATERIALS****LET'S CONNECT**

RECORD IT ONCE. BUILD A PROCESS YOU CAN REPEAT.



STEP 3 OF 9

IDENTIFY YOUR EDGE

Do only what only you should do.

01

KEEP THE ONLY-YOU WORK

Client trust, negotiation, buyer strategy, and partner relationships.

02

DELEGATE THE SUPPORT WORK

Flyers, database cleanup, scheduling, coordination, and admin.

03

AUTOMATE THE REPEATABLE WORK

Lead alerts, follow-up sequences, status reminders, and review requests.

04

HAND OFF THE OUTCOME

Define the result, owner, deadline, and quality standard.

TOOLS WE USE

- AI task triage
- Branded Drive templates
- Blog + website workflows
- Pipeline cleanup + delegation briefs

PROMPT TO TRY

Sort my tasks into Only Me, Delegate, and Automate. Explain each choice.

**MATERIALS****LET'S CONNECT**

KEEP THE TRUST. SYSTEMATIZE THE REPEATABLE WORK.



STEP 4 OF 9

LEADERSHIP MINDSET

Shift from reactive agent to business owner.

01

STOP BEING THE INBOX

Let a system capture, assign, and track incoming work.

02

PROTECT YOUR BEST HOURS

Keep appointments and negotiation from getting buried under admin.

03

LEAD WITH A WEEKLY RHYTHM

CEO hour, follow-up review, content batch, and pipeline check.

04

USE AI AS A THINKING PARTNER

Pressure-test decisions, objections, offers, and weekly priorities.

TOOLS WE USE



AI CEO brief



Google Calendar CEO hour



CRM + partner dashboard

Notion + weekly scorecard +
LO Launchpad.

PROMPT TO TRY

Act as my CEO coach. What should I cut, systematize, and personally handle this week?



MATERIALS



LET'S CONNECT

OPERATE FROM PRIORITIES AND NUMBERS.



STEP 5 OF 9

DISTINCTIVE BRAND

Build a local trust engine.

01

OWN ONE CLEAR BELIEF

Choose what you stand for: education, advocacy, negotiation, or a niche.

02

REPEAT YOUR PROOF

Share consistent stories until your market knows what you do best.

03

TURN ONE QUESTION INTO CONTENT

Create a reel, caption, email, blog, carousel, and Google Business post.

04

KEEP YOUR LOCAL VOICE

Use market insights, deal lessons, neighborhood stories, and client FAQs.

TOOLS WE USE



LLM creation + AnswerThePublic



Canva + Buffer scheduling



Got Branding: GBP audits



Transcripts + NotebookLM

PROMPT TO TRY

Turn this client question into 7 assets for social, email, blog, and Google Business.



MATERIALS



LET'S CONNECT

DOCUMENT YOUR EXPERTISE. BUILD LOCAL TRUST.



STEP 6 OF 9

ENERGY + ACCOUNTABILITY

Output without burnout.

01

MEASURE WHAT MATTERS

Track conversations, appointments, follow-up speed, offers, and referrals.

02

TURN MEETINGS INTO ACTION

Leave every meeting with an owner, a deadline, and a clear next step.

03

COACH THE NUMBER

When follow-up slips, find the bottleneck and improve the system.

04

BUILD RECOVERY IN

Protect a sustainable weekly rhythm for outreach, execution, and rest.

TOOLS WE USE



Fireflies + Plaud notes



ChatGPT scorecards + reminders



CRM task dashboard



Google Sheets KPIs

PROMPT TO TRY

Turn this meeting transcript into wins, risks, owners, due dates, and coaching notes.



MATERIALS



LET'S CONNECT

CLEAR OWNERS. CLEAR DEADLINES. STEADY OUTPUT.



STEP 7 OF 9

REPLACE YOURSELF THROUGH SYSTEMS

Automate the repeatable. Delegate the human.

01

OPEN HOUSE FOLLOW-UP

Sign-in triggers tags, text/email, call tasks, lender handoff, and nurture.

02

BUYER CONSULT WORKFLOW

Standardize the recap, search setup, financing checks, and next appointment.

03

LISTING LAUNCH CHECKLIST

Coordinate vendors, photos, campaign, open house, and seller updates.

04

PAST-CLIENT CONNECTION

Schedule anniversaries, equity checks, partner alerts, and referral asks.

TOOLS WE USE



CRM / GoHighLevel + Zapier



Calendly + Google Drive



ChatGPT email drafts



Canva listing assets

PROMPT TO TRY

Design an open-house workflow with tags, texts, emails, tasks, and 14-day follow-up.



MATERIALS



LET'S CONNECT

ONE TRIGGER. A CLEAR NEXT STEP. EVERY TIME.



STEP 8 OF 9

SMART HIRING

Hire on data, not charisma.

01

REMOVE ADMIN FIRST

Delegate coordination, reminders, files, calendar cleanup, and data entry.

02

ADD CONTENT SUPPORT

Turn transcripts into posts, reels, covers, and email drafts with a VA/editor.

03

PROTECT YOUR FIELD TIME

Add showing support when volume and economics justify the role.

04

SCORE BEFORE YOU HIRE

Define 90-day outcomes, job skills, interview questions, and success metrics.

TOOLS WE USE



ChatGPT job ads + interviews



Hiring scorecard rubric



Asana / ClickUp



Google Drive + Loom SOPs

PROMPT TO TRY

Create a hiring scorecard for a real estate admin/content assistant with 90-day outcomes.



MATERIALS



LET'S CONNECT

HIRER FOR OUTCOMES. COACH TO STANDARDS.

YOUR.BUILDERS.RECAP

A business that grows without depending on you for every move.

01

FOCUS YOUR TIME

Blueprint Growth Plan / Unlock Action / Identify Your Edge

02

LEAD WITH INTENTION

Leadership Mindset / Distinctive Brand / Energy + Accountability

03

BUILD YOUR SUPPORT

Replace Yourself Through Systems / Smart Hiring

MOST IMPORTANT + BONUS

09

SCALE WITHOUT YOU

What breaks when you step away?

That is your next system.

YOUR NEXT 7 DAYS

Choose 1 bottleneck.

Install 1 workflow.

Track 1 result.

VISIBILITY TRUMPS ABILITY

Your expertise has to be seen.

SHOW UP

Social. Community. Events. Search.

TEACH

Client questions. Deal lessons. Local insight.

MULTIPLY

Use AI to repurpose your expertise in your voice.

1 REAL INSIGHT



VIDEO + POST + EMAIL + STORY

Build trust before the appointment.

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CAN AI FIND YOUR BUSINESS?

FREE AEO SITE CHECKER

AEO = Answer Engine Optimization.

- 01 ENTER YOUR WEBSITE**
Check any page. No signup required.
- 02 GET YOUR SCORE**
See a 0-100 score for AI search readiness.
- 03 KNOW WHAT TO FIX**
Review access, content, and SEO issues.

SCAN FOR YOUR FREE CHECK



gotmortgages.aeositechecker.com

VISIBILITY TRUMPS ABILITY. CHECK YOUR SITE.

Checks how AI can access and understand your page. Scores do not guarantee rankings or AI citations.

HOME / RUN A CHECK / REPORT

AEO AUDIT REPORT • OCT 12, 2026

gotmortgages.com

FETCHED DIRECT • 200 • 8.7 S SITE TYPE LOCAL BUSINESS • HIGH CONFIDENCE CHECKS APPLIED 28 REPORT ID CMV5UA7...

Download PDF

Copy permalink

Run another check



SCORE

A

114 OF 114 POSSIBLE • A ≥ 90 • B ≥ 80 • C ≥ 70 • D ≥ 60

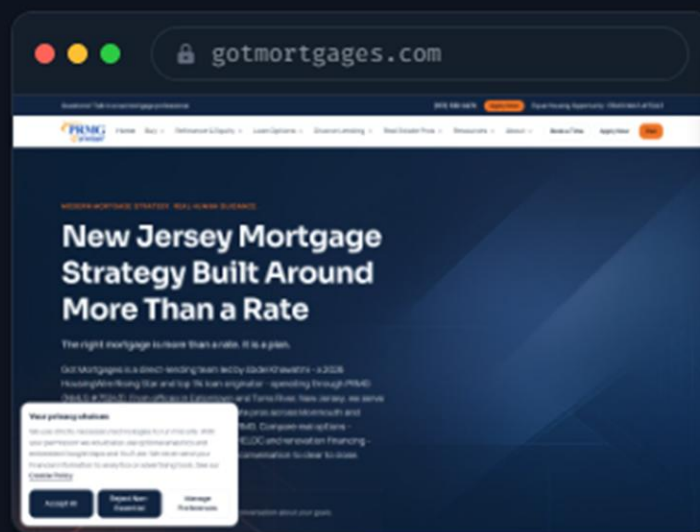
AI engines can reach and read this page. Every check passed. Keep the date honest and re-run after the next redesign.

Fetchability

43 / 43

Answer Engine signals

31 / 31



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PROOF OF SCALE • AS OF OCTOBER 2026

NOT THEORY. PRACTICE, AT SCALE.

REAL ESTATE OUTCOMES

\$125M+

TRACKED REAL ESTATE DEAL VOLUME

Generated through AEO authority efforts

1,935

Leads captured and delivered

99.3%

Task success rate

AGENT WORK EXECUTED

732,602

CHAT MESSAGES EXCHANGED

With real estate and mortgage professionals, by text and web

110,822

Runs processed

2.4M

Ledger entries

ENGINE

204.8B

TOKENS PROCESSED

The volume of AI work behind every site, guide and lead

52

Tools inside Halo

51

AI models used

EVERYTHING I SHOW YOU TODAY IS RUNNING RIGHT NOW, FOR REAL PROFESSIONALS, AT THIS SCALE.

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YOUR EXPERTISE. YOUR FREE AUTHORITY PAGE.

Turn one market, niche, or idea into a page built around what you want to be known for.



ONE AI-READY PAGE

Built around your market, niche, or idea.



A LINK YOU CAN SHARE

Use it on social, in email, and in direct outreach.



LEADS SENT TO YOUR PHONE

A lead form that texts responses to you.



BUILT FOR GOOGLE + AI

Sitemap, structured data, and an AI-readable summary.



STARTER MARKETING INCLUDED

Social posts + a flyer from a one-time creative allowance.

SCAN TO REQUEST
YOUR FREE PAGE



OR TEXT

GORILLA
TO (415) 726-3224

Tell us your market, niche, or idea.

FREE VALUE. NO PURCHASE REQUIRED.



WANT HELP AFTER LAUNCH?

Your AI marketing department, available by text.

- Two projects on your own domains
- Edits and marketing execution by text
- Automated content and updates

- Leads summarized and texted to your phone
- Branded social posts, flyers, and market graphics
- Monthly creative allowance

Optional ongoing service, discussed separately.

SERVE FOR SUCCESS

YOUR 7-DAY AI BUILD

Start this week. Put one system to work.

DAY 1

AUDIT

Find your \$1,000 work. Remove 3 low-value tasks.

DAY 2

RECORD

Capture one repeated task. Turn it into an SOP.

DAY 3

AUTOMATE

Build one follow-up sequence or Zap.

**THANK YOU, NAHREP
CENTRAL NEW JERSEY**

LET'S CONNECT

Meeting of the Minds

Strategy + collaboration with my team



SCAN TO BOOK

Systems scale you. Follow-up compounds you. Service protects you.