



BY JILLY MacDOWELL

## Open the Rolodex

A few issues ago, NC contributor Ron Vaimberg referred to the current real estate market as a perfect storm – that is, the treacherous combination of rising costs and shrinking inventory. In short, it’s hard out here for a mortgage broker.

In his column this month, Ron urges the LO in a slump to look critically at their business behavior. He suggests education, training, skill-building. A different market calls for a different tactic.

**May I suggest one? It’s at your fingertips. It’s your contact list – specifically your oldest contacts.**

I recently relocated to Philadelphia, where I lived in the late 80s and 90s. A big reason I bought a house in Philly was to reconnect with my old friends. In recent years living at the shore, I had a hard time making new friends and got sick of doing everything alone.

I’ve been reaching out every few days to another local contact in my phone (and some via social media). Every one thus far has been enthusiastic and available!

Several of my friends expressed a similar sentiment: It was a real shot in the arm to reconnect out of the blue, that simply by reminiscing with someone about a shared time long before COVID, brutal politics, many wars, the crash of 2008, even Y2K, restored hope, sparked creativity and induced serious belly laughs.

I realize this is not exactly like landing a new client, but is it really that different? There will be some who I contact that blow me off, some who text “When the hell are we getting together?!!” for literal years, and some who instantly make a date with me! In two weeks, I’ve had two lunches, two dinners, and a concert date (Sleaford Mods)!

I guess the point is, I had a problem, I took action, and the results are pretty good. Does it qualify me to give advice? Maybe not, but I did on page 8. Also in the issue, lots from NAMB president Linda McCoy. **NC**

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PHOTO BY HUNTER HIGGINBOTHAM AT LRC 2022.

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# PLEASE, HELP Yourself

BY JILLY MacDOWELL

## *The Magnificent Seven*

I'm not a certified life coach but I've run a diner, a newspaper and a 9000SF 6.5 acre villa, so I have a pretty firm grasp on management and organization. This simple, doable menu of daily habits, distilled from wildly varying life experiences and the social media content many of us turned to through the pandemic, covers the bases.

### 1. Make your bed.

If your good habit list doesn't include this, throw it out. Making your bed is literally life-changing. It's hard to explain – ask your friends. Or take it from U.S. Navy SEAL Admiral William H. McRaven, whose commencement speech for the University of Texas at Austin graduating class of 2014 began, “If you want to change the world, make your bed.”

Here's how it works: It's a moment of zen. It says, “Nothing is so urgent that I can't take LESS THAN ONE MINUTE to prepare my sleeping quarters for this evening.” Making your bed whispers, “Be cool, tiger.” It's a little pat on the back for setting yourself up for later, or as McRaven says, “Start your day with a task completed.” Making your bed is to the evening what stopping to get gas is to the morning.

### 2. Drink a full glass of water before coffee. Or anything.

We're drinking a lot of H2O via influencer watermarketing and the booming sparkling water industry these days, so we're hydrating better as a culture.

But are you *starting* the day with water? Rehydrate after a night's sleep with an agua grande, 8-16 ounces. Dozens of benefits lay in this single habit; how about the brain as a motivator? It's 85 percent water!

As “Brain Coach” Glenn Berger, PhD, explains, “The longest period of time we go without water is when we sleep. So, when we wake up, we're dehydrated. This makes it harder for us to pay attention, remember stuff, and figure out how long it will take to get to the office.” That's the fog you think coffee is clearing. Make it water, then coffee. Your brain will work better.

### 3. Make lists.

Hear me out: Write things on paper. With a pen. Still works! Doesn't require a charger or a password! Apps

are cool & syncing is... a thing, but there is just something grounding about a notebook.

You don't need a YouTube tutorial to do this. Just get a pen, a nice fancy one because you deserve it, and a notebook. It'll come naturally. Cross things off when you do them. Enjoy your accomplishments.

### 4. Sweat or at least breathe heavy.

Try to break a sweat every day. It's easier than you think -- the more out of shape you are the faster it happens! Ten each push-ups, sit-ups & jumping jacks should do it. “Attach” this to another habit (i.e., while you wait for the shower to heat up, at the first commercial break on “Better Call Saul”).

There is no excuse. Jump ropes are \$9. But equipment is not necessary. Options: Walk down & up from your basement 10 times, dance to fast songs, garden vigorously. Or stream literally any mode imaginable – like mat pilates. You'll work up a sweat lying down! Hmm...

### 5. Eat something green.

Surely you've heard. If eating plants isn't your thing, there are tablets (Balance of Nature, 8Green), chocolatey powders (Aloha, Amazing Grass), even gummies (Goli). It's not the same as fresh veg, but it's a start.

### 6. Master the nap.

If you're drowsy and time permits, a nap beats a cold brew every time. Snap out of it with a deliberately short siesta!

The rules are simple: Get horizontal. Set an alarm for 26 minutes. (Because of our bodies' natural sleep rhythms you should avoid sleeping longer to wake up rejuvenated and not groggy.) An eye mask will help.

It may not always happen. If you're lying there getting annoyed at how you're not napping, just try again tomorrow. But if you've ever had a yawn attack after lunch, meaning a series of full body yawns, that's your nap alarm!

Research shows that pilots who take a “NASA nap” in flight perform 34% better and are 54% more alert. Expect renewed alertness, concentration and mood.

### 7. Say something kind to yourself.

Stop beating yourself up. More than likely, you're doing your best. If you're not, look at why & make one change. Don't suffer in silence. Don't do nothing. Take action. You're an ever-evolving human in an absolutely insane world. You can do it. **NC**