

x x x x x
x x x x x
x x x x x
x x x x x



HMA

TEAM COMMUNICATION

PLAYBOOK

How to Scale Your Business Without
Missing Opportunities



x x x
x x x
x x x
x x x
x x x



EQUAL HOUSING
OPPORTUNITY

Be Different. Think Different.

THE HMA TEAM COMMUNICATION PLAYBOOK

THE TEAM PHONE

One number. Zero missed opportunities.

01



Instead of:

- One person answering every call...



You Now Have:

- A team supporting every opportunity

What this solves:

- Missed calls during meetings
- Delayed responses
- Lost deals while you're busy

What this creates:

- Immediate response
- Consistent coverage
- Confidence nothing is slipping through



= \$ in your pocket

THE TEAM EMAIL

One inbox. No dropped communication.

02

Instead of:

- Emails scattered across inboxes



You Now Have:

- A shared team system



HOW TOP TEAMS RUN IT

Color Coding

- Every email has a clear owner

Templates

- Ensures team communicates YOUR way

Clear Systems

- No guessing
- No overlap
- No missed steps

THE MINDSET SHIFT

*This isn't just a system change...
It's a leadership shift.*



03

From...

“I handle everything”



To...

“My system handles everything”

SIMPLE ACTION STEPS



BREAKDOWN

- 1:** Obtain new personal number & alert personal contacts
- 2:** *Old* personal number becomes *new team line*
- 3:** Port that number into a system such as Ring Central
- 4:** Establish call routing and coverage expectations
- 5:** Create a shared team email inbox
- 6:** Implement: color coding, templates & clear ownership

Short-Term Effort vs Long-Term Gain

Yes, there's some work upfront:

- Transitioning numbers
- Setting up systems
- Training your team

But six months later?

No one says... "I wish I was still doing everything myself."

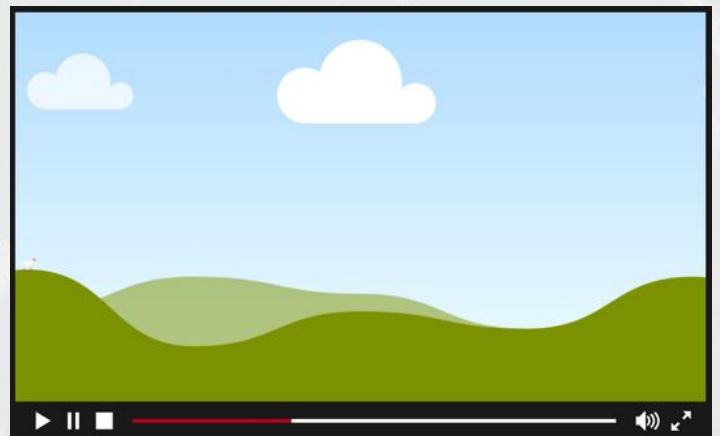


FINAL TAKEAWAY

Your growth will always be limited by your ability to respond...

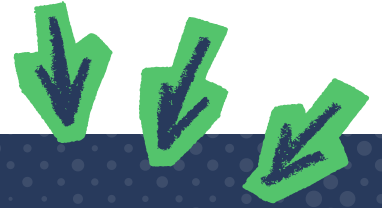
When your **system is built**
to support a team...

*Your
business
becomes
scalable!*



Lending Leadership Podcast episode that inspired this Playbook!

TOP PRODUCERS DON'T WORK ALONE...



Behind every top producer is a system designed to help them win.



Call or email today for a confidential conversation

Robert Fillyaw

Managing Partner
NMLS #573494
(352) 665-1302

rfillyaw@hmamortgage.com

Tom Mills

Managing Partner
NMLS #160577
(443) 309-9346

tmills@hmamortgage.com

David Holland

President
NMLS #145763
(412) 841-8329

dholland@hmamortgage.com