



Franchise Pathway Program



STAGE 1

FOUNDATIONS

(Week 1)

Build Core Capability Fast

INDUCTION

Rate Money culture, marketing, credit, compliance & product.

SYSTEMS ONBOARDING

Lodgic 2, Funder Gateways, IDYOU & Property Hub.

SALES & CREDIT

Lead-to-settlement sales process.

DEAL SUBMISSION

Live deal lodgment & workflow training.



STAGE 2

PERFORMANCE MASTERY

(Week 2 - 30)

Drive Revenue & Consistency

WEEKLY SALES MASTERY

Mindset, USP, prospecting, referral building, phone skills & high-impact meetings.

WEEKLY CREDIT MASTERY

Structuring, financial analysis, business structures, KYC, scenarios & credit quality.

PRODUCT MASTERY

Sales Team product sessions & scenario-based application.

1:1 COACHING & DEAL SUPPORT

Live deal lodgments, credit capability deal reviews, KPI & performance support.



STAGE 3

FRANCHISE READINESS

(Post 18 Months)

Launch your Business

BUSINESS VISION

Defining business vision, values & franchise ownership mindset.

LEADERSHIP & CULTURE

Accountability, leadership capability & performance culture.

BUSINESS MANAGEMENT

P&L fundamentals, operational excellence, systems & scalability.

GROWTH & PROFITABILITY

Productivity, smart hiring, business mix & trail growth.

READINESS ASSESSMENT

Performance scorecard & final approval panel

OUTCOME: Franchise Readiness through sales excellence, credit capability, leadership and business ownership mastery.