



SELF EMPLOYED BORROWER 101
LIVE WEBINAR SEPT 17 11 AM PST

FORWARD LENDING

FORMULA FOR SUCCESS

WE WORK TOGETHER AS A TEAM TO GET YOU ACROSS THE FINISH LINE



EXCEPTIONAL SERVICE

"One-Team" culture dedicated to exceptional service.



QUICK RESPONSE TIME

Quick loan decisions and response times from our Underwriting team.



CLEAR COMMUNICATION

Clear communication, streamlined processing, and outstanding customer service.



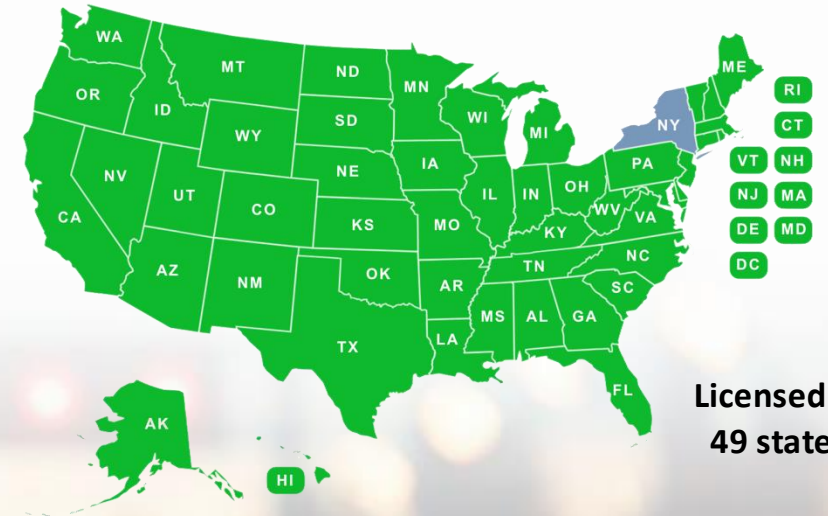
SEASONED AEs

Seasoned Account Executives who get your loans to the finish line.



SMOOTH PROCESS

Smooth and stress-free borrowing process for all customers.



Licensed in
49 states



WEBINAR HOSTS



Jenny Beck, Director of Learning and Development



Shaun Dennison, EVP Non-QM Lending

FREE TRAINING FOR TEAMS

THE TRACK



Receive free training on one of the most powerful tools to help you close more loans, The Track.



Learn how to submit, price, disclose your loan in minutes using our new TPO portal.



Get an edge on the competition and expand your business at the same time with The Track.



Schedule training now and reserve a spot for you and your team.



Training available now! <https://forwardlendingmtg.com/the-track/>

SPECIALS FOR SEPTEMBER

Special 1: Non-QM Pricing Improvements

25 BPS on Non-QM Select & Core

Includes Closed-End Seconds and DSCR 5-8

Special 2: Government Pricing Improvements*

12.5 BPS on all Prime products

Includes Alt Agency, ARMs and DPAs

*Excludes Jumbo and CalHFA

Closed-End Seconds Specials: eligible only in conjunction with Forward Lending first liens. See our Closed-End Seconds matrix for details. Loans originated in US Territories and the following states are ineligible: MI NJ, NY, TN, TX, WV. Restrictions apply. Contact your account Executive for details. Important to note that a Closed-End Second Mortgage may typically have a higher interest rate than the first lien mortgage.

September Special Offers valid for loans locked between 9/1/2026 and 9/30/2026. Rate and price improvements are applicable only to qualifying loan programs and borrowers, and not all applicants will qualify. Specials cannot be combined with any other offer or price exception unless explicitly stated. Terms, restrictions, and conditions apply. This is not a commitment to lend. Loans may qualify for additional price improvement with Select Specials as indicated on our Prime and Non-QM Rate sheets.

Forward Lending is not affiliated with or acting on behalf of or at the direction of the Federal Housing Administration, Veterans Administration, or the Federal Government.





Bank Statement 101

THE SELF-EMPLOYED BORROWER

WHAT DOES THE SELF-EMPLOYED BORROWER LOOK LIKE?

- Business Owner showing low taxable income
- 1099 Contractor
- Business has strong revenue but weak tax returns
- High net worth/liquidity
- Real Estate Investors
- Multiple Businesses
- Recently Self-Employed (12-months)

WHY NON-QM IS BUILT FOR THIS BORROWER

EXAMPLE:

- 45-year-old business owner- Restaurant (product business)
- 5 years self employed- confirmed business is 'active' (Sec of State good tool!)
- Tax returns show **\$85k** in taxable income
- Actual business deposits are \$600k/year
- Conventional/Jumbo may calc low qualifying income (**\$85k**) due to write offs/expenses on tax returns
- NQM bank statement program will analyze cashflow through the business/personal accounts
 - \$600k in annual business deposits X 50% expense factor = **\$300k** in qualifying income (assuming 100% ownership of business)
 - Dramatic improvement in borrowing capacity
- **NQM gives the advantage of qualifying income over taxable income**

THE SELF-EMPLOYED BORROWER

WHAT DOES THE GROWTH LOOK LIKE OF SELF-EMPLOYED BORROWERS?

The entrepreneurial spirit remains strong!

- 2025 saw 5.6 million new business applications in the US as reported by the US Census Bureau. Monthly pace = 450k to 475k!!
- We're becoming a nation of gig workers and business owners →
 - ❑ 16.6M @ SE as primary job
 - ❑ 70+M @ Gig and irregular SE
- This surge highlights the growing pool of potential clients seeking mortgage solutions that accommodate non-traditional income documentation – namely Bank Statements and P&L's!
- Check out the top 20 cities for Self-Employed/Entrepreneurs



Tier 1: Strongest overall ecosystems

1. Orlando, FL
2. Tampa, FL
3. Austin, TX
4. Nashville, TN
5. Raleigh, NC



These consistently rank highest due to **business growth + access to capital + low taxes**



Tier 2: High-growth + favorable tax climates

6. San Antonio, TX
7. Jacksonville, FL
8. Atlanta, GA
9. Salt Lake City, UT
10. Kansas City, MO-KS



Known for **low cost of living + strong freelance demand sectors (tech, fintech, logistics)**



Tier 3: Innovation hubs + opportunity density

11. Denver, CO
12. Seattle, WA
13. San Francisco, CA
14. Los Angeles, CA
15. Miami, FL



Tier 4: Emerging / underrated self-employment cities

16. Oklahoma City, OK
17. Tulsa, OK
18. Boise, ID
19. Wilmington, DE
20. Ontario, CA

DOCUMENTS NEEDED

FORWARD LENDING

BUSINESS NARRATIVE
QUESTIONNAIRE AND CERTIFICATION

SAVE FORMCLEAR FORM

Borrower Name:Broker Email:

Business Name:

Business Website:Processor / LO Email:

Account Executive:

1. What industry category best describes the borrower's business?
If "Other" please describe:

2. Does the business have a physical location?

☐ Yes☐ No

3. Does the business have more than one physical site?

☐ Yes☐ No

4. What is the address of the business physical location?

5. How many full-time employees/contractors do you have?

6. Does the business provide a product (i.e., clothing, food service/restaurant, jewelry, manufacturing, retail sales, etc.)?

☐ Yes☐ No

7. Does the business provide a service (i.e., accounting, consulting, financial planning, real estate sales, insurance sales, law, therapy, etc.)?

☐ Yes☐ No

8. Is it a "real estate" related business (i.e., builder, developer, property flipper, etc.)?

☐ Yes☐ No

9. What percentage of the business do you own?

10. How does your business get paid?

☐ Check☐ Cash☐ Online Deposits

☐ Branch Deposits☐ Zelle☐ Venmo

☐ PayPal☐ Square☐ Other

☐ Cash App

11. Please describe the business operations, how it is managed, and any key details you can provide.

Fixed Expense Factor Table

Number of Full-time Employees/Contractors	0 -1	2 -10	11+
Service Business *	30%	50%	60%
Product Business **	40%	60%	70%
Real Estate Business ***	70%	75%	80%

Borrower Signature:

Date:

*Service Business examples: Accounting, Consulting, Counseling, Financial Planning, Insurance, Law, Therapy, etc.

**Product Business examples: Clothing/Jewelry, Construction, Food Service/Restaurant, Manufacturing, Retail, Trucking, etc.

***Real Estate Investors (without a schedule of current real estate), Property Developers and Property Flippers. CPA letters will not be accepted for a lower expense ratio.

**WHY is the Business Narrative
for SO Important?**

**What is MOST important on the
Business Narrative Form?**

TELLS THE STORY!

**HELPS DETERMINE EXPENSE
FACTOR!**

**HELPS EXPLAIN NATURE OF THE
BUSINESS**

VARIANCES IN INCOME

P&L ONLY EXAMPLE

S.Holmes Detective Agency

Profit and Loss

December 2022 - November 2023

	TOTAL
INCOME	
Consulting Services	78,020.00
Product Sales	25,000.00
Total Income	\$103,020.00
COST OF GOODS SOLD	
Purchases	16,000.00
Total Cost of Goods Sold	\$16,000.00
GROSS PROFIT	\$87,020.00
EXPENSES	
Advertising	5,000.00
Bad debts	1,375.00
Bank charges	57.00
Car Expenses	
Gas	132.74
Insurance	425.00
License/Registration	236.00
Repairs	336.28
Total Car Expenses	1,130.02
Direct Labour/Subcontracts	8,765.00
Dues and Subscriptions	615.93
Home Office Expenses	
Insurance	1,580.00
Rent Expense	6,150.00
Total Home Office Expenses	7,730.00
Internet	100.00
Repairs and Maintenance	865.00
Salaries	50,000.00
Telephone	2,589.00
Travel	3,269.00
Total Expenses	\$81,495.95
PROFIT	\$5,524.05

Need to ensure expenses line up with industry

Can you give us a good example of a Profit and Loss?

What are some of the key things you look for?

Are there certain business that would benefit from this?

Are there any restrictions around tax preparer?

P&L + BANK STATEMENTS

ABC Construction LLC Profit & Loss Statement January – December 2025 (12 Months)													
Description	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	12-Month Total
Revenue													
Contract Revenue	\$45,000	\$48,000	\$52,000	\$55,000	\$58,000	\$61,000	\$60,000	\$63,000	\$59,000	\$64,000	\$62,000	\$68,000	\$695,000
Total Revenue	\$45,000	\$48,000	\$52,000	\$55,000	\$58,000	\$61,000	\$60,000	\$63,000	\$59,000	\$64,000	\$62,000	\$68,000	\$695,000
Cost of Goods Sold (COGS)													
Materials & Supplies	\$18,000	\$19,000	\$21,000	\$22,000	\$23,000	\$24,000	\$24,000	\$25,000	\$23,000	\$26,000	\$25,000	\$27,000	\$277,000
Total COGS	\$18,000	\$19,000	\$21,000	\$22,000	\$23,000	\$24,000	\$24,000	\$25,000	\$23,000	\$24,000	\$25,000	\$27,000	\$277,000
Gross Profit	\$27,000	\$29,000	\$31,000	\$33,000	\$35,000	\$37,000	\$36,000	\$38,000	\$36,000	\$38,000	\$37,000	\$41,000	\$418,000
Gross Profit Margin	60.0%	60.4%	59.6%	60.0%	60.3%	60.7%	60.0%	60.3%	61.0%	59.4%	59.7%	60.3%	60.1%
Operating Expenses													
Payroll	\$8,000	\$8,000	\$9,000	\$9,000	\$9,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000	\$11,000	\$114,000
Rent / Office	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$24,000
Auto / Travel	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$24,000
Insurance	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000
Utilities / Phone	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$12,000
Other Expenses	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$2,000	\$24,000
Total Operating Expenses	\$16,000	\$16,000	\$17,000	\$17,000	\$17,000	\$19,000	\$19,000	\$19,000	\$18,000	\$18,000	\$18,000	\$19,000	\$216,000
Net Profit	\$11,000	\$13,000	\$14,000	\$16,000	\$18,000	\$18,000	\$17,000	\$19,000	\$18,000	\$20,000	\$19,000	\$22,000	\$202,000
Net Profit Margin	24.4%	27.1%	26.9%	29.1%	31.0%	29.5%	28.3%	30.2%	30.5%	31.3%	30.6%	32.4%	29.1%

Can you use profit & loss AND bank statements?

Does this program have any LTV OR loan amount restrictions?

What happens when bank statements don't support the P&L?

EXAMPLE OF A GOOD TAX PREPARER LETTER

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29887 Thornton Drive
Kingston IL 60145

Phone/Fax (815) 784-4656 Cell/Voice Mail (815) 762-2281

June 16, 2021

To whom it concerns,

Taylor Tobias (XXX-XX-9224) has been 100% owner of Phoenix Capital Consulting Group LLC since the business was established on March 15, 2017.

The use of business funds to pay for down payment, closing costs and all other expenses on this property will have no negative effect on his business.

Taylor's expense factor ratio is 34% which includes all expenses and debts related to his business.

Cyndi Jensen, CPA, CrFA
Cyndi Jensen, CPA, CrFA
PTIN P00350626

What does an acceptable CPA letter look like?

LIGHTNING ROUND Q&A



A background image showing a pit crew in red uniforms working on a red Ferrari Formula 1 car. The scene is in a garage or pit lane, with the car being the central focus. The crew members are wearing helmets and are focused on their tasks.

CONTACT US

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FORWARD
LENDING

WE KEEP YOU MOVING FORWARD

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