



mortgage success source



THE MORTGAGE MARKET GUIDE



LoanToolbox

INTRODUCING THE

# MSS SPEAKERS



Your group will hit the ground running with a fresh perspective when you book an MSS Speaker for your next event.

Imagine having Barry Habib, Sue Woodard or Jim McMahan in person, delivering fresh ideas to motivate and inspire your team.

MSS Speakers focus on what's happening in the market NOW. Because our entire methodology is based around real-time information – closely studying the market – we are in a position to provide your group with truly breakthrough concepts to generate more business.

And, our backbone is implementation. All MSS Speakers deliver step-by-step strategies that can be easily incorporated into any loan originator's business model to increase productivity.

BILL BODNAR

Speakers@msslhc.com • 800-963-1900 • [www.MortgageSuccessSource.com](http://www.MortgageSuccessSource.com)

# BARRY HABIB

CHAIRMAN

MORTGAGE SUCCESS SOURCE

Barry Habib delivers a wealth of knowledge to loan originators in his fast-paced training sessions, focusing on current events and real-time analysis of the financial markets. Barry chunks it down and makes it easy to communicate complex ideas to borrowers and referral partners in a way they can understand it.

Barry also teaches loan originators how to sharpen their negotiation skills, with tactics that increase business and improve personal relationships. LOs take home valuable tips they can implement immediately.

With 16 years experience as a professional speaker, Barry Habib is guaranteed to inspire and motivate your group of loan professionals with breakthrough ideas that increase production.

## KEY TAKE-AWAYS

- Why rates sheets look the way they do now
- How to overcome customer greed
- Gain inside knowledge on what's happening with mortgage rates with Barry's Interest Rate Outlook
- Find out what's on the horizon with Barry's Real Estate Market Forecast
- Identify opportunities to generate new business that exist right now
- Understand mark-to-market's effect on stocks and lending
- Master the art of negotiation

PLEASE CONTACT BILL BODNAR

To book Barry Habib for your next event.

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**Barry Habib** is the Chairman of the Board of Mortgage Success Source, the combined entities of Mortgage Market Guide, LoanToolbox and the MSS Learning Center. Mortgage Success Source serves over 15,000 of America's best Loan Originators.

Barry has 26 years experience in the mortgage industry, 22 as an Originator.

He has closed more than 8,000 loans resulting in \$2 Billion in individual loan production. Barry's consistency as a Top Loan Originator is evidenced by having 18 consecutive years with greater than \$100 Million in annual production.

In addition to his mortgage experience, Barry has been a professional speaker for sixteen years, has successfully managed a Hedge Fund, authored a stock advisory newsletter, owned an insurance agency, and acted as managing partner in a real estate investment company. Barry is a Principal Managing Director in Health Care Imaging Solutions.

Barry's broad range of expertise in these varied areas of financial industries gives him a unique perspective, which he will share with you.

Barry is often featured on CNBC and FOX television networks.

As for hobbies, Barry has produced the hit Broadway Musical, Rock of Ages, which received 5 Tony nominations – including Best Musical. Rock of Ages is currently performing on Broadway and in Toronto, as well as touring the United States.

# SUE WOODARD

**PRESIDENT - CONTENT & PUBLISHING  
MORTGAGE SUCCESS SOURCE**

Sue Woodard is an entertaining speaker and national trainer in the mortgage industry. Sue provides loan originators with strategies to gain more prospects, strengthen relationships and pursue new referral partners, and above all...increase profitability.

Sue has two different seminar presentations to meet the training goals of you and your team. Call us to discuss which 2-hour session best fits your needs.

## **DEVELOPING NEW REFERRAL RELATIONSHIPS**

In today's tightening marketplace, how will you stand out from the rest of the pack? Do you know how to effectively gain the referral partnerships that keep a steady stream of profits coming in? You will learn...

- How to get the "right" candidates for referral partnerships
- A step-by-step approach to getting the appointment
- The keys to an effective sales call
- A follow-up plan that sets you up for success

## **DON'T JUST LISTEN TO THE EXPERTS...BE ONE!**

In this presentation, Sue shares tips on interpreting today's market, and shows you how to use that ammo to increase your loan volume. You will learn...

- The driving factors behind how and why interest rates change
- When and where to watch for the day's news
- How to decipher what's behind the headlines
- A simple system that keeps you "in-the-know" with just 15 minutes every morning

**PLEASE CONTACT BILL BODNAR**

**To book Sue Woodard for your next event.**

**Tel. • 800-963-1900**

**Email • [Speakers@mssl.com](mailto:Speakers@mssl.com)**



**Sue Woodard** is the President of Content & Publishing for Mortgage Success Source.

Throughout her 15 years in the mortgage industry, Sue has held many roles. Her top producing team maintains a profitable and thriving loan origination business, based 100% on referrals.

While managing her mortgage team in Minneapolis, MN, Sue is also a highly sought-after speaker, trainer, writer and consultant for the mortgage industry.

Sue has had her own financial ratio show, and has been featured on NBC and CBS Live News Radio as a financial consultant. She has also appeared on CNBC's SquawkBox and Jim Cramer's Mad Money.

Sue is a member of her local Mortgage Association and Board of REALTORS®, the Women's Council of REALTORS®, and she is also on the National Advisory Board for Ellie Mae.

# JIM McMAHAN

DIRECTOR OF TRAINING & EDUCATION,  
LOANTOOLBOX

Jim McMahan is a dynamic and compelling speaker, providing real life solutions to help loan originators maintain and grow their businesses, even in a tough market.

In his presentation, ***Gaining Market Share with a "More for Less" Mindset***, Jim delves into how LOs can break the mold on how they've been running their operations, and ramp up to succeed in today's market.

In most tough market environments, the majority of sales people are satisfied with maintaining what they have built, and survive simply by moving sideways. Jim takes it up a notch and shows you how to grow by acknowledging the broken and fractured networks that exist all around us, and recognize new opportunities for growth.

## KEY TAKE-AWAYS

- How to analyze your current business practices, adjust to a new market, and gain market share
- How to be more efficient in tackling the challenges of a tough market
- How to restore value to existing relationships, and build new relationships with confidence

## PLEASE CONTACT BILL BODNAR

To book Jim McMahan for your next event.

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Jim McMahan has been a loan originator in the Dallas market for over 20 years. In 2008, his production numbers were 128 units at \$42 million. Through the course of his career, his cumulative fundings have gone well over \$1.5 billion, making him one of the top producers in both the Dallas-Ft. Worth Metroplex and nationwide.

Jim's proven commitment to providing training to loan originators is reflected in multiple endeavors, focusing on financial literacy and the fundamentals of economics.

He serves as the Executive Vice President and National Sales Trainer for Benchmark Mortgage Company. Jim is also the president of his own corporation, McMahan Mortgage Consulting.

Additionally, Jim is the creator of Certified Scripts for Success (CSS), a program that helps loan officers understand the "why" behind the market.





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LoanToolbox

THE MSS

# ENTERPRISE EDITION

CORPORATE SOLUTIONS AND IMPLEMENTATION TRAINING

Corporate solutions are not for everybody, but if you have a team of loan originators, or multiple branches, you may want to consider discussing an MSS Enterprise Edition as your corporate solution to increased profits.

Mortgage Success Source has the ability to put together a custom MSS Enterprise Edition package for your company, including any or all of our business building tools. We work out a discounted price for your group, and provide implementation training to get your loan originators on track for success.



**GOING THE EXTRA MILE:** Your MSS Enterprise Edition can include private training with an MSS Speaker, with on-site implementation training, follow-up webinars and conference calls.



**We work out the best solution to fit your needs, which may include:**

- An MSS Speaker or Implementation Trainer on location for your next sales training event
- Corporate discounts on MSS products, including The Mortgage Market Guide, MMG Weekly, The LoanToolbox Platinum Package, and PlatinumPro Marketing
- Ongoing Implementation Training through webinars, to learn why and how to use The Mortgage Market Guide and LoanToolbox products to increase loan volume
- Conference calls with live Q & A to address your team's immediate needs
- Marketing support to introduce new recruits to the benefits you provide with an MSS Enterprise Edition

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