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Mortgage loan originators head to Las Vegas for Mastery Business Plan.

Mastery Business Plan provides professional mortgage loan originators with real answers and practical strategies to conquer and win in today's volatile market. Attendees gain needed insight, resources and practical solutions from mortgage industry experts to drive their business forward.

Las Vegas, NV (PRWEB) November 16, 2011 — Mastery Business Plan, the mortgage lending industry's premier conference and tradeshow, celebrates its live return to Las Vegas, November 16-18.

Hosted by Mortgage Success Source, the lending industry's leading provider of client acquisition and retention solutions, the two and a half day event includes all-star line-up of speakers, panels, presentations and tools that deliver real answers and practical strategies and covers everything from mortgage industry essentials to selling, marketing and team building.

"We assembled an agenda that will tackle all the complexities and hurdles of the changing market and provide real-world answers for all attendees," Mortgage Success Source President Sue Woodard said. "By the end of the event everyone in attendance will have a personalized, detailed plan for success in 2012."

Highlights include a special two-part session with LoanToolbox creator Tim Braheem on what it takes to succeed and the psychological mindset that ensures success; how to transform yourself and your business with real life, hard-hitting, actionable insights and guidance from master salesman Jeffrey Gitomer and revolutionary networking concepts to accomplish your biggest dreams in ways you never thought possible with *Power of WHO* author Bob Beaudine.

Mastery Business Plan is in its sixth year and will be held at the AAA Four Diamond Award-winning Green Valley Ranch Hotel and Spa, located just 10 minutes from the heart of the strip.

Other high-demand sessions include Presentation & Selling, Social Media, Hall of Fame Roundtable, Faculty Mash-up, an IDEA Slam and plenty of networking opportunities to add to the experience.

Visit www.MasteryBusinessPlan.com or call (800) 963-1900 for more information.

ABOUT MORTGAGE SUCCESS SOURCE

Mortgage Success Source helps mortgage loan originators attract, sell and retain valuable and profitable relationships with clients and referral partners. MSS provides the lending industry's highest quality business knowledge with real-time market information, industry best practices and profitable marketing solutions under the Mortgage Market Guide, LoanToolbox and PlatinumPro Marketing brands to thousands of mortgage loan originators at mortgage broker companies, mortgage banks and more than 4,000 depository banks.

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