

FOR IMMEDIATE RELEASE**Press Contact**

Torry Burdick
SVP, Marketing
(888) 660-3124
tburdick@ucg.com

Mortgage Success Source Welcomes Todd Ballenger as President, Sales Solutions

Mortgage Success Source, the provider of the first integrated front-end marketing and sales solution to the mortgage industry, announces the addition of presentation and sales strategy expert Todd Ballenger as their new President of Sales Solutions.

Holmdel, NJ (PRWEB) June, 4, 2012 — Mortgage Success Source, the mortgage industry's leading provider of integrated marketing and sales support solutions, announced the addition of Todd Ballenger as the company's new President, Sales Solutions.

Mortgage Success Source partnered with Ballenger to bring customers the MSS Borrow SMART Analysis, a web-based loan presentation system integrating strategy, content and training into a single tool. BSA enables mortgage loan originators to present loan options in a compliant manner while increasing their closing conversions to increase production levels.

"Todd brings a wealth of creativity, industry knowledge and sales expertise," Mortgage Success Source CEO Paul Zoukis said. "His experience and success in developing tools for the mortgage industry helps ensure our members continue to have the latest and most effective technology to grow their business for years to come."

With the welcoming of Ballenger to the staff, Mortgage Success Source also becomes the exclusive seller of the Borrow SMART Analysis loan presentation system, including: their artificial intelligence, enterprise level branding and compliance monitoring, fully integrated mobile applications, point of sale desktop sharing, dynamic web presentations and forthcoming LOS integration with more than nine national providers.

"Mortgage Success Source is an industry leader I've admired for years," Ballenger said. "I'm excited to be joining this team of experts and look forward to bringing new ideas to help members' further profit from our experience."

Previously Ballenger has worked with Charles Schwab, Ameriprise, American Express, Merrill Lynch, MetLife, Wachovia, PHH Mortgage, Everbank, Quicken, Allstate, LPL, and many other financial institutions and associations dedicated to developing strategy, content, training, and tools to support their lending advisors in the management of liabilities.

Ballenger also authored the book "Borrow Smart Retire Rich," exploring assets and liabilities of the American homeowner, and he's the creator of Borrow Smart University and the Certified Liability Advisor designation.

ABOUT MORTGAGE SUCCESS SOURCE

Mortgage Success Source provides the first integrated front end solution to the mortgage industry allowing lending professionals to originate customers not loans.

We do this by offering the tools and resources that combine the lending industry's highest quality business knowledge with real-time market information, best-in-class training, fully-compliant sales presentation software and profitable marketing solutions in one integrated service.

Compliance without compromise is the hallmark of Mortgage Success Source. Customers can drive revenue, recruit the best and retain their workforce, referral partners and customers while substantially reducing the risks associate with brand management and regulatory change.

Press Contact

Torry Burdick
SVP, Marketing
(888) 660-3124
tburdick@ucg.com