

## FOR IMMEDIATE RELEASE

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## **Loan Originators Learn How to Succeed in Today's Mortgage Industry at Mastery Business Plan Online Event, November 17 -19, 2009**

*Mastery Business Plan Online provides mortgage loan originators with real answers and practical strategies to conquer and win in today's volatile market. Conveniently presented online, attendees take away insight, resources and practical solutions from mortgage industry experts, including Barry Habib, Greg Frost, Sue Woodard, and Jim McMahan. Keynote speakers include Bob Beau dine, author of "The Power of WHO: You Already Know Everyone You Need to Know" motivational speaker, Tim Sanders; and personal business and branding pioneer, Gary Veneration.*

**Holmdel, NJ (September 22, 2009)** – Mortgage Success Source, LLC, presents Mastery Business Plan Online, the most valuable learning forum of the year for mortgage industry professionals, November 17–19, 2009.

Mastery Business Plan Online is the one must-attend event for loan originators who want to reach and maintain top-producer status. An all-star industry line up of top originators and mortgage trainers, led by conference host and Chairman of Mortgage Success Source (MSS), Barry Habib, covers everything from mortgage industry essentials to selling, marketing, and team building, as well as what the future holds for loan originators. Mastery Business Plan Online is the only mortgage industry event where attendees create a business plan for achieving success in the next 12 months.

"The impact of Mastery Business Plan Online lasts long after the conference is over," says Barry Habib, event host and Chairman of Mortgage Success Source. "It's the only event for America's mortgage professionals that lets attendees walk away with a customized business plan that gives them a roadmap for the next year. We designed the online conference to specifically address the complexities and challenges of a changing market, and provide practical strategies for helping loan originators reach new heights and greater personal productivity in the year to come."

**Mastery Business Plan** brings practical strategies and breakthrough techniques that generate new business to mortgage industry professionals. Three days of power-packed informational sessions, hands-on workshops, continuing education, live and real-time market updates, and intensive training address the issues that matter most to loan professionals today. Best of all, attendees enjoy the conference from the comfort of their own home or office.

Topics to be covered by the most progressive thinkers in the mortgage industry include the latest winning marketing strategies, social media for loan originators, negotiation skills, the S.A.F.E mortgage licensing act, gaining new referral partners, understanding the financial markets, and more. Inspirational keynote speakers include acclaimed motivational speaker Bob Beau dine, business speaker and tech trends guru Tim Sanders, and business/personal branding authority, Gary Veneration.

Though a record number of registrants are scheduled to attend Mastery Business Plan Online this year, there's room for more and plenty of time to register, and early-bird priced tickets are still available. For online event registration and more information about the mortgage industry's largest and most authoritative teaching and training conference, please visit <http://www.masterybusinessplan.com>.

## **ABOUT MORTGAGE SUCCESS SOURCE**

Mortgage Success Source (MSS) is the strategic alliance of Mortgage Market Guide, LoanToolbox and The Duncan Group. Featuring the talents of industry leaders Barry Habib, Sue Woodard, Greg Frost, and Jim McMahan, MSS provides training and money-making resources to more than 40,000 loan originators nationwide.

MSS is the one-stop-shop for loan originators looking to achieve higher levels of success. All MSS products and technologies feature proven systems that are easy to implement and generate increased loan volume. For more information on MSS products and services, visit [www.MortgageSuccessSource.com](http://www.MortgageSuccessSource.com).

## **CONTACT INFORMATION**

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