

**FOR IMMEDIATE RELEASE**

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**Business Planning Workshop for Loan Originators during Mastery  
Business Plan Online Event, November 17 – 19, 2009**

*Mastery Business Plan Online is the only mortgage industry event where attendees create a business plan for achieving success in the next 12 months. Conveniently presented online, attendees participate in a hands-on workshop that shows them how to develop their own unique laser-focused roadmap to success with specific action items to help them achieve their goals. For added value, loan originators are encouraged to invite their REALTOR® partners to participate and take away insight, resources and practical solutions from mortgage industry experts, including Barry Habib, Greg Frost, Sue Woodard, and Jim McMahan.*

**Holmdel, NJ (October 23, 2009)** – Mortgage Success Source, LLC, presents Mastery Business Plan Online, the most valuable learning forum of the year for mortgage industry professionals and their REALTOR® partners, November 17–19, 2009.

Mastery Business Plan provides mortgage professionals with real answers and practical strategies to conquer and win in today's volatile market. A must-attend event for loan originators who want to reach and maintain top-producer status, Mastery Business Plan Online includes a business planning workshop and tool that are unlike any other planning resources in the mortgage industry. Attendees take away a solid plan that they can immediately put into practice to help them stay focused all year long to achieve both short- and long-term success.

"Mastery Business Plan Online is the only place for mortgage loan bankers and brokers to get expert advice, step-by-step guidance, and the proven best practices they need to customize their 2010 business plans for success – all from the comfort of home or office," says Barry Habib, Chairman of Mortgage Success Source. "There are no planes to catch, no hotels to book and no time away from family and friends. And it's the only event for America's mortgage professionals that lets attendees walk away with a customized business plan that gives them a strategic guide for the next year."

In addition to the Business Planning Workshop, other 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, how to gain new referral partners, understanding the financial markets, and more. Inspirational keynote speakers include acclaimed motivational speaker Bob Beaudine, business speaker and tech trends guru Tim Sanders, and business/personal branding authority, Gary Vaynerchuk.

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. 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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