

FOR IMMEDIATE RELEASE**Press Contact**

Rosalie Berg
Strategic Vantage Marketing & Public Relations
(305) 971-5352
PR@StrategicVantage.com

Mortgage loan originators head to Las Vegas to develop a 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.

Holmdel, NJ (PRWEB) June 1, 2011 — More than 1,000 top-producing mortgage loan originators and those who wish to achieve that status will be heading to Mastery Business Plan, live in Las Vegas Nov. 16-18.

The event will be hosted by Mortgage Success Source, the lending industry's leading provider of client acquisition and retention solutions, and will feature an 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.

"The impact of Mastery Business Plan lasts long after the conference is over," Mortgage Success Source CEO David Fournier said. "It's the only live event for mortgage industry professionals that lets attendees walk away with a customized business plan that gives them a roadmap for success."

Mortgage loan originators have faced a challenging year. In the wake of the Safe Harbor Disclosure Act and Dodd-Frank Wall Street Reform and Consumer Protection Act, the business has changed dramatically and mortgage loan originators need the chance to regroup and develop a plan.

"We designed the conference to specifically address the complexities and challenges of a changing market, and provide practical strategies for helping professional mortgage loan originators reach new horizons and new opportunities in the year to come," Fournier said.

Mastery Business Plan is in its sixth year and returns live after being held as an online conference for the past two years. The event 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.

To celebrate the live return, Mastery Business Plan has put together its strongest agenda in the event's history.

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.

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.

Tickets are still available. Interested parties can 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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