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ORIGINATIONPRO™
MORTGAGE SCHOOL

MORTGAGE PLANNING FOR MORTGAGE ADVISORS—PART II

Dave Hershman

OriginationPro

A Certified Mortgage Advisor Webinar

Comparing Mortgages…

Certified Mortgage Advisor™

DAVE HERSHMAN

- Produced almost 600 transactions in his first 18 months in the industry—including closing 60 in his 12th month;
- Run sales forces for large production organizations;
- Directed the sales force for the largest mortgage technology organization;

- Written seven books in the areas of finance, management, sales & marketing—including two best-sellers published by the MBA;
- Helped found a Federal Bank, serving as a board of director;
- Been a keynote speaker at hundreds of industry events

www.OriginationPro.com

OUR GOALS TODAY

- Legislative Update
- What is a certified mortgage advisor
- Summary of Part I (it will be repeated)
- Comparing point options
- Comparing different loan terms
- Comparing mortgages over future scenarios
- Comparing mortgage combinations
- Qualifying concepts: focus on suitability and overcoming obstacles
- NewsletterPro System

And Coaching—Q&A on any topic

LATEST NEWS ON THE HOUSING FRONT

- Bill introduced to put an 18 month moratorium on HVCC.
- Freddie Mac will allow “open access” to Home Affordable Ref Program:
  - Allowing the new refinance mortgage to be assessed through Loan Prospector.
  - Requiring a full interior/exterior appraisal for the new refinance mortgage. Please note that use of Home Value Explorer® point value estimates will not be permitted with the new Relief Refinance Mortgage – Open Access. (AVM Model)
- Fannie Mae eliminates trailing spouse income, tightens age of credit docs & highly recommends lenders get income documentation from IRS before closing,
- Senate bill introduced to increase tax credit to $15,000 and extend effective date. Also would expand eligibility to all buyers (not just first time buyers).
- PMI to allow underwater borrowers to refi by keeping their policies in place.
- VA increases allowable appraisal fee by $50 to allow for the completion of conventional market conditions addendum.

MORTGAGE DISCLOSURE IMPROVEMENT ACT

- The expansion of the initial TIL disclosure requirement to include refinances as well as purchases.
- The requirement that the initial TIL be provided within 3 business days of application and at least 7 business days before consummation.
- **The requirement that a borrower receive a corrected TIL at least 3 business days before consummation—instead of at closing.**
- The different "business day" definitions that apply to the requirements. The early 3-day requirement is "days" the lender is open for business. The 7-day requirement and 3-day re-disclosure requirement definition is all days except Sundays and Holidays.
- There is a restriction on imposing fees before the borrower receives the initial TIL, except credit report fees.
- New notice requirement for the TIL disclosure: "You are not required to complete this agreement merely because you have received these disclosures or signed a loan application."

FREDDIE MAC 09-18

- Consider income trends and the consistency of the income used to qualify the Borrower
- Obtain and analyze the Borrower's federal tax returns and business tax returns when the Borrower is self-employed
- If the self-employed Borrower is relocating to a different geographic area, the Seller must document and explain the determination that the Borrower's income will continue at the same level in the new location.
- If an Investment Property reflected on the Borrower's federal tax returns, must use the income reported on Schedule E of the Borrower's federal tax returns.
- May not consider income for qualifying purposes if have knowledge that, or the documentation indicates that the income is likely to terminate within the next three years
- Require a two-year history of receipt of income used to qualify the Borrower in most instances
- Requiring a written analysis of how the income was calculated
- Adding specific documentation requirements for different types of income.
- Permitting consideration of the income of a Borrower who has been employed for less than two years if the Borrower was previously attending school
- Permitting consideration of the income of a Borrower with less than two years of recent employment who is re-entering the workforce when the Borrower has been at the current employment for a minimum of six months and the documentation supports a previous employment history

FREDDIE MAC 09-18 CONTINUED

- Revising the Streamlined Accept documentation requirements for employed Borrowers to include either a written verification of employment (VOE) for one year (or alternative doc) and a verbal VOE not more than 10 calendar days prior to the Note Date.
- Requiring a verbal verification of employment for employed Borrowers not more than 10 calendar days prior to the Note Date.
- Requiring the phone number for the individual contacted, the dates of employment and whether the Borrower is currently employed for verbal verifications of employment. The phone number for the contact must be obtained from an independent third party source.
- Removing the option to provide an additional paystub in lieu of a verbal verification of employment for Accept documentation requirements (except for military income)
- Permitting verbal re-verifications only for verification of employment when updating the file
- Requiring evidence of liquidation if the funds from stocks, bonds, any part of a retirement account or other non-liquid accounts are used for the funds utilized
- Requiring evidence of the source of funds for a cash deposit
- Requiring a letter from an accountant stating that the Borrower has access to the funds for withdrawal and that withdrawal of the funds will not have a detrimental effect on the business when business assets are used for the transaction. The accountant cannot be an interested party to the transaction and cannot be related to the Borrower.
- Adding a requirement to verify the existence of the business through a third party source not more than 30 days prior to closing for a Borrower that is self-employed

FREDDIE MAC 09-18 CONTINUED

Comparable Sales

- The appraiser's selection of comparable sales is crucial to providing an accurate opinion of value based on market data. With respect to comparable sales, the appraiser must choose appropriate comparable sales, and certify that the comparable sales chosen are those most similar to the subject property. In underwriting the appraisal, the underwriter must consider whether any adjustments are supported and are reasonable. The amount and number of any adjustments must also be considered. Typically, the higher the amount of the adjustments or the number of adjustments the more likely the comparable sales might not be representative of the subject property. Freddie Mac does not have requirements about what comparable sales the appraiser is to use. For example, *we do not require appraisers to use Real Estate Owned , foreclosure or short sales. However, if the appraiser determines that these are representative of the properties available to typical purchasers for the market in which the property is located, appraisers must consider their use.*

125% CONFORMING REFIS

- Treasury authorizes at 125% for Fannie and Freddie
- Fannie Release 09-23: Home Affordable Refi
  - Refi Plus and DU Refi Plus both eligible
  - Still no maximum CLTV requirement if existing second is subordinated
  - Above 105% fixed rate fully amortized only
  - 15+ to 25 year amortized, total cap of LLPA is reduced to 1.5% from 2.0%
  - Benefit must include lower payment or more stable product
  - Loans delivered after September 1st.
- Freddie Mac Release 09-15: Relief Refinance Mortgages
  - Note dates on or after October 1, 2009 and before June 10, 2010.
  - Lesser of $5,000 or 4% of principal for closing costs allowed.
  - Seasoned three months and no late payments in past 12 months
  - Permits refinances of junior lien if rate is reduced, amortization shortened or moving to a fixed rate
  - Same servicer origination (non-open access)—effective date is Sept. 1, 2009.
  - Delivery fee of 1.0% over 97% (total delivery fees still capped at 2.0% and credit score adjustments do not apply for same servicer origination).

LATEST NEWS ON THE FHA FRONT

- Chairman of MBA testifies before congress and recommends an increase in FHA net worth requirements—to $150,000 for brokers.
- FHA Tax Credit for Down Payment Summary. ML 2009-15
  - Yes, for downpayment, if it is a secured second mortgage or loan provided by a government entity or non-profit (non-profit can't get money from seller or lender).
  - No, for downpayment if it is advanced by the lender. Can use for closing costs or above 3.5%
- New condo requirements coming effective October 1. Will include lender delegated review and 30% maximum concentration of FHA financing ML 2009-19

SAFE ACT

- Safe and Fair Enforcement Licensing Act of the Housing and Economic Recovery Act of 2008 signed into law July 30, 2008
- CSBS (Conference of State Bank Supervisors) and AARMR (American Association of Residential Mortgage Regulators) Model State Law
- Licensed MLOs are originators who were licensed before July 31, 2009 under a state law that was in existence before July 31, 2008 A state must bring these into MLOs into compliance with SAFE by January 1, 2011
- Non-Licensed MLOs who did not hold a license as of July 31, 2009. Due to exemption from state law, no law in state or were not in the industry. They must be brought into compliance as of July 31, 2010.
- Each statewide regulatory agency will establish its own deadlines.

SAFE ACT IMPLEMENTATION PLAN

- Between 7/31/09 and 7/31/10 Non-licensed MLOs
- Between 7/31/09 and 1/1/11 Licensed MLOs
- Criminal history Information record checks—must provide finger prints
- Credit report checks. Must provide credit authorization
- National testing of mortgage loan originators—Must pass test by above dates.
  - Test will include a Federal and State component.
- Nationally approved pre-licensure and continuing education courses
  - 20 hours complete by above dates (licensed MLOs exempt if already complete 20 hours of state required)
  - 8 hours annual continuing ed. Not needed in year license is issued
- Surety bond/recovery fund requirements. Companies must have based upon total originations or implement a recovery fund. Net worth on mortgage originators or companies not required but can be by state.
- NMLS&R call reports. (National Mortgage Licensing System & Registry) Annual statement of condition of the company including financial statements and production activities.
- Public Access: Includes disciplinary and enforcement actions
- Consumer complaint processing. There will be tracking of complaints

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Upgrade available-Includes MyMortgageCommunity & Velma

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Certified Mortgage Advisor

- Ten webinars including today's. There is a choice of at four webinars for the tenth webinar.
- Includes three part planning/advisor course.
- Schedule on www.certifiedmortgageadvisor.biz
- Six months to attend all 10 courses (15 hours of training)--**must attend LIVE!**
- Certification page posted on **dashboard of the NewsletterPro System** with list of class dates so you can track. **It is your responsibility to track!**
- Must be a NewsletterPro Marketing System subscriber for six months
- Test is issued. Passing score gives you CMA certification
- Marketing materials coming as well..Logo, seminars and more!
- New: Webinar registrations, slides and audio all on home page of newsletter system.
- You get to pick the topic for continuing education. First new webinar is Targeting Realtors to Increase your Purchase Market Share—Next Week! In August: Reverse Mortgages.

SUMMARY OF PART I

- What does it mean to become an advisor?
- What do you have to know to become an advisor?
- Topic One: The real estate process
- Topic Two: Three economic reasons to own
- Topic Three: Rate advice
- Topic Four: Concepts of Prepayment

This will be repeated

COMPARING MORTGAGES

- A sales person gets this question—

  What is your rate on a 30 year fixed mortgage?
- If we are going to be an advisor—we are going to get the question—

  What is the best loan for me?
- And we need to give an answer
- If we could predict what will happen in the future, it would be easy..
  - Rates
  - Economic environment
  - Their income
  - How long they will use the mortgage (not stay in the home).
- Because we can't predict the future—we must look at different scenarios
- Remember-it is their decision and they have to live with that decision

COMPARING POINTS

30 Year 100,000 Mortgage

6% Interest Rate   No points

5% Interest Rate   3 points* ($3,000)

Payment difference: $600

$537

$ 63 monthly

Time to recover cost

3,000 = 47.61 months or four years

63

**in this case points and closings costs are the same*

Analysis

- Use the mortgage one year: don't pay points
- Use the mortgage four years: break even
- Use the mortgage for over four years: pay points
- Note: does not take into account tax issues or the future cost of money vs. the present cost of money
- *Note: 2nd analysis. Compare interest difference only. $500 – $417 equals $83. Breakeven is now 36 months. One could argue that the real "cost" is interest.*

SOUNDS SIMPLE….

- Mathematically it is very simple (if you strip out the tax and inflation issues).
- It does not matter whether the seller pays the points or the buyer—the buyer is paying!
- Analysis is more complex for refinances—if the points are rolled into the loan balance.
- Less YSPs available today…means more clients may be paying points.
- Then why does human nature make us do the opposite?
  - Rates are low—you can refinance at no cost! Yet the loan is likely to last longer.
  - Rates are high—let's buy the rate down! The loan is more likely to refinance.
- Speaking of which—what is it with a 15 year "no point" loan? It makes no sense!

COMPARING LOAN TERMS

100,000 Mortgage   6% Interest Rate (simplification)

	30 Year	20 year	15 Year
Payment	$600	$716	$844
Additional	0	$116	$244
% Terms	0	19.3%	40.7%
Benefit	0	10 years	15 years
% Benefit	0	33.0%	50%
% Total Benefit	0	66.0% (10 out of 15)	100%

- People want a 15 year, but can't afford or qualify for it.
- Have you considered a 20 year mortgage, which will give you two-thirds of the benefits of a 15 year with less than 50% of the additional cost?
- Prepayment concept—every dollar of prepayment achieves less benefit
- This crisis has people realizing that paying down the mortgage is an important strategy to build up equity in times of lower appreciation
- Doesn't mean they can't invest the equity—but consider the psychological benefit

AN "ADVISOR" QUESTION

- Move up buyer
- Purchasing $600,000 home
- $300,000 in cash from previous home.
- "Classic" Conservative position: put $300,000 down, keep mortgage payment low
- But is real conservative position to put, let's say, 10% down?
  - Now they have $240,000 in bank for emergencies. (if value goes down, there are plenty of reserves)
  - They can use the extra cash to pay the mortgage off more quickly
  - $300,000 mortgage over 30 years
  - $540,000 mortgage over 20 years
  - Extra payment is $3,800 vs $1800 ($2,000)
  - $240,000 funds 120 payments, or half the mortgage term
  - That does not include MI (2-3 years) and investment returns on the 240K
  - Real analysis would put it closer to 180 payments, or three quarters of the term.
- Not advocating this position-just asking the question…

MORTGAGES OVER TIME

- The issues go back to “how long they will use the mortgage” and what will happen with rates in the future, as well as their economic situation.
- For example, who would have thought that people would not qualify to refinance their home three to five years later?
- The comparison is easy with fixed rates and temporary buydowns—not so easy with adjustables. Who knew that the LIBOR and Treasury spread would widen so far? (not just predicting rates)
- Three future scenarios for adjustables:
  - The Worst Case Scenario—rates go up significantly. This is shown in adjustable rate disclosures (and now GFE). Basically, the mortgage goes up as fast as the caps will allow.
  - The Fully Indexed Accrual Rate Scenario—rates stay where they are today and teaser rates move up to fully indexed and stay there. This is the scenario described in TIL disclosures
  - The Historical Scenario. Rates fluctuate each year. We can’t predict the next five years, so we say, if you got this loan five years ago, this is what would have happened.

COMPARISON

Mortgages—Analysis Period 5 Years

6.0% Fixed Rate — **4.0% One Year FHAARM**

6.5% 2-1 Buydown — **5.0% 3-1 FHA ARM**

	Fixed	Buydown	One Year WC	One Year FIAR	One Year HC	3/1 WC	3/1 FIAR	3/1 HC	Index
1.	6.0	4.5	4.0	4.0	4.0	5.0	5.0	5.0	2.50
2.	6.0	5.5	5.0	5.0	5.0	5.0	5.0	5.0	3.00
3.	6.0	6.5	6.0	5.5	4.5	5.0	5.0	5.0	1.50
4.	6.0	6.5	7.0	5.5	5.5	6.0	5.5	5.5	2.50
5.	6.0	6.5	8.0	5.5	6.5	7.0	5.5	6.5	3.50
Average Rate (Initial index is 2.50; Margin is 3.00%)									
	6.0	5.9	6.0	5.7	5.1	5.6	5.2	5.9	
Average Payment ($300,000 Mortgage) Results are rounded									
	1,800	1,780	1,800	1,740	1,630	1,720	1,650	1,780	
Total Payments in thousands									
	108.0	106.8	108.0	104.4	97.8	103.2	99.0	106.8	
Total Payments Assuming 25% tax reduction (on TI, not just interest)									
	87.0	80.7	87.0	78.3	73.4	77.4	74.3	80.7	
Differential after taxes									
	0	-6.3	0	-8.7	-13.6	-9.4	-12.7	-6.3	

ANALYSIS….

- Comparing payment after taxes will lessen the differential between options.
- The longer the analysis period, the more risk the client will average higher than a fixed rate alternative (at least with the worst case)
- You need to know each of these--
  - Teaser rate (lower it is—more likely will move in the first year)
  - Adjustment rate cap
  - Life of loan cap
  - Margin
    —why it is so important
  - Payment Cap. If payment rate is lower than that what you owe, there is potential negative. A negative or positive? To purchase a home you can't afford that is actually a negative.

Index—I YEAR "TCM" vs LIBOR

I Year TCM (Constant Maturity)—
Average of all treasuries with one year left to maturity

LIBOR--"London Interbank Offered Rate" is an average of the interest rates that major international banks charge each other to borrow US dollars in the London money market. It may not be related to rates on treasuries and may be affected by the value of the dollar.

COMPARING COMBINATIONS

A. $100,000 Mortgage with Mortgage Insurance

6.0% .75% Mortgage Insurance

B 80,000 First at 6.125%

20,000 2nd at 8.0%

Average Rate: 80,000 x 6.125% =4,900

20,000 x 8.00% = 1,600

6,500 div by 100K = 6.5% is the **blended rate**

Other considerations:

- Seconds harder to find today, obviously.
- Is Mortgage Insurance tax deductible (present deduction expires in 2010) Compare the payment AFTER tax deduction is considered.
- Can rate adjust on 2nd mortgage?
- Mortgage insurance can be removed after 2-5 years (75% LTV at 2 years/80% LTV at 5 years). At 78% based upon regular amortization—cancellation is automatic.
  - Did they get the home below market?
  - Are they doing major work to the home?

MORTGAGE SUITABILITY

- Should someone purchase a home with no cash reserves?
- What about future changes in adjustables—what is their potential for income increases?
- If their credit is not good—do they know how to budget?
- How stable is their life? Divorce is a leading cause of foreclosure in normal times.
- How will their home help them with long-term goals such as retirement?
- This is where outside advice becomes important. Problem, many do not have financial advisors and if they don't have money to invest—then a typical financial planner will not work with them.
  - They need to have the best credit score not only to qualify—but to achieve the lowest payments on their mortgage and other bills
  - They need to make sure they have a plan to eliminate consumer debts.
  - They need to have a budget worked out with a third-party professional—this is not your responsibility and it helps to have an objective position.

FINANCIAL DESTINATION

FDI—A Comprehensive Solution to Risk-Based Premiums
And getting transactions to happen

- Professional credit restoration improvement—not a bandaid
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- Unlimited budgeting and other financial advice (such as the tax benefits of owning) from CFPs and CPAs
- Cost? Less than most charge just for credit services. $59 monthly. $15 to join. No long-term obligation.
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- Need mail or email fulfillment system? You can upgrade to the VELMA personal marketing assistant—cost $69 monthly
- Just announced—Co-branding with Realtors and other partners. Free trial during month of July! Pick one or two Realtors to partner with for free.
- Soon to come: Financial Version

NEW! CO-BRANDING OPTION

- You are the master account holder. You don't do anything because your account is already set up.
- The Realtor (or other partner) is given a "sub-account" with a user name and password. You will be sent that as well.
- You should help them set up their account---just logo, picture, contact and personal paragraph.
- Then on a weekly basis, they will receive the HTML with both sets of contact information on the right side.
- They can send it out to as many as they would like (more the merrier for you!).
- You can always access the system and view a copy or email it to yourself.
- They also will have access to all other documents through their subaccount.
- The free trial will run through the month of July.
- The cost will be $19 per Realtor afterwards--however, if you want to purchase for several, we will have a group pricing quote for you.

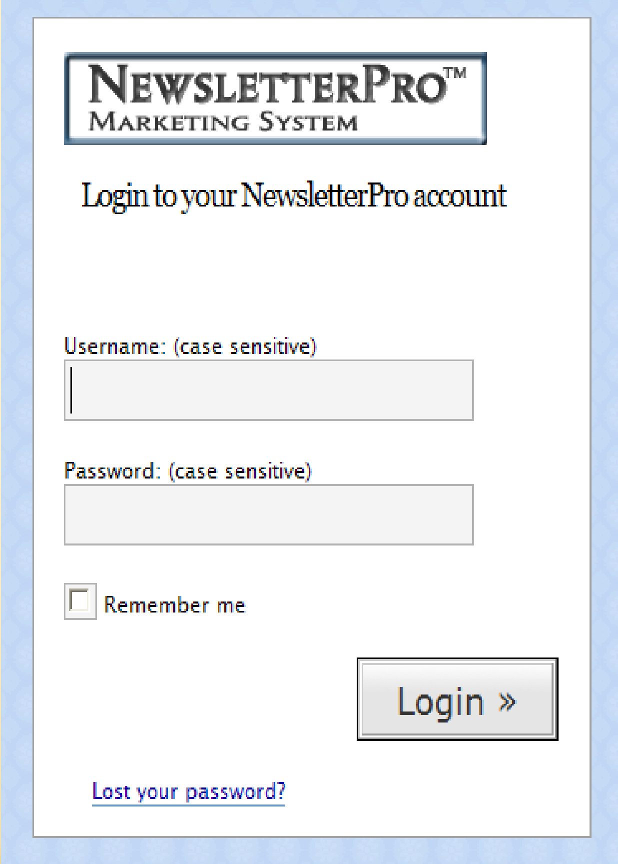
WHY NEWSLETTERPRO?

All these pieces—and more for one low price!

FIRST

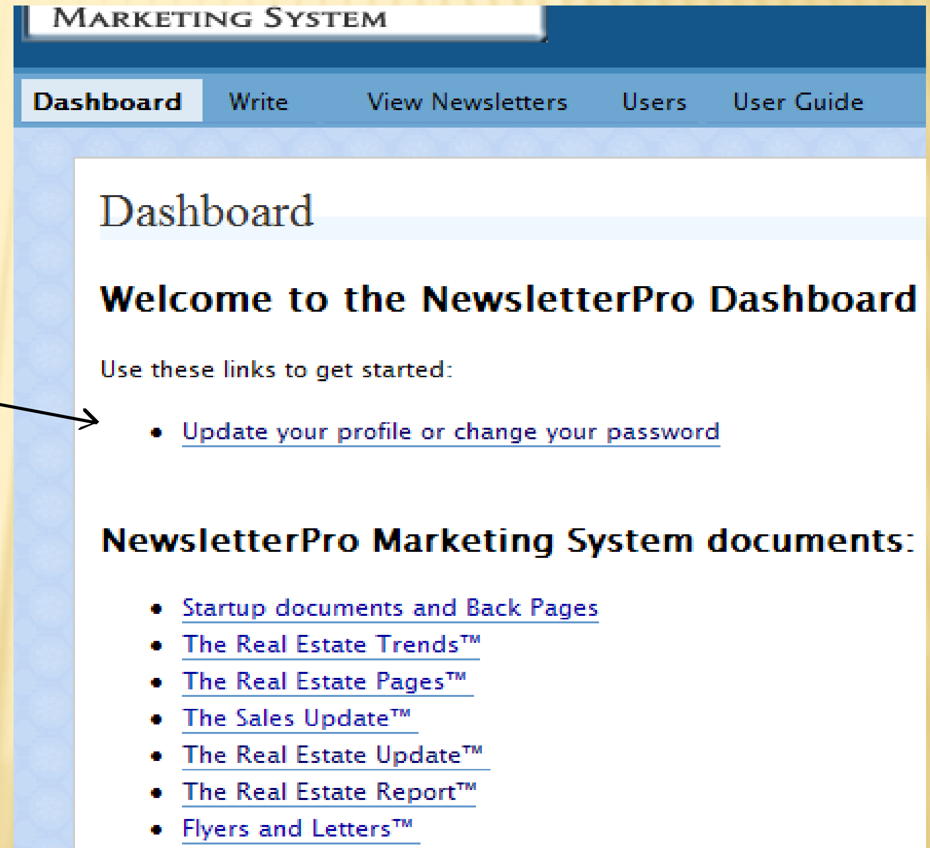
Did you get your password and user name?

Log In



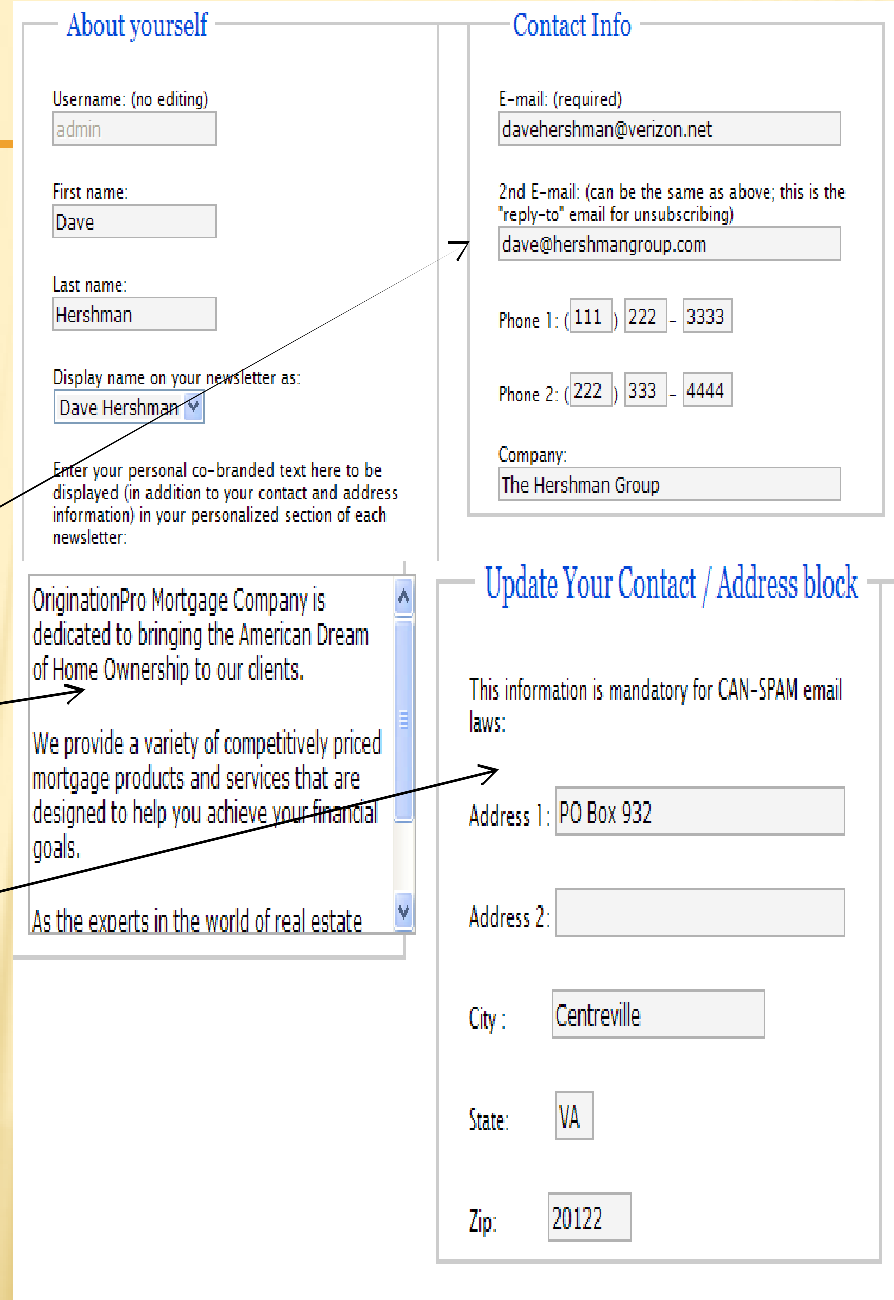
THEN..

Go to Update Profile



STEP ONE

Update Your
- Name
- Contact Info
- Personal Paragraph
- Address Block

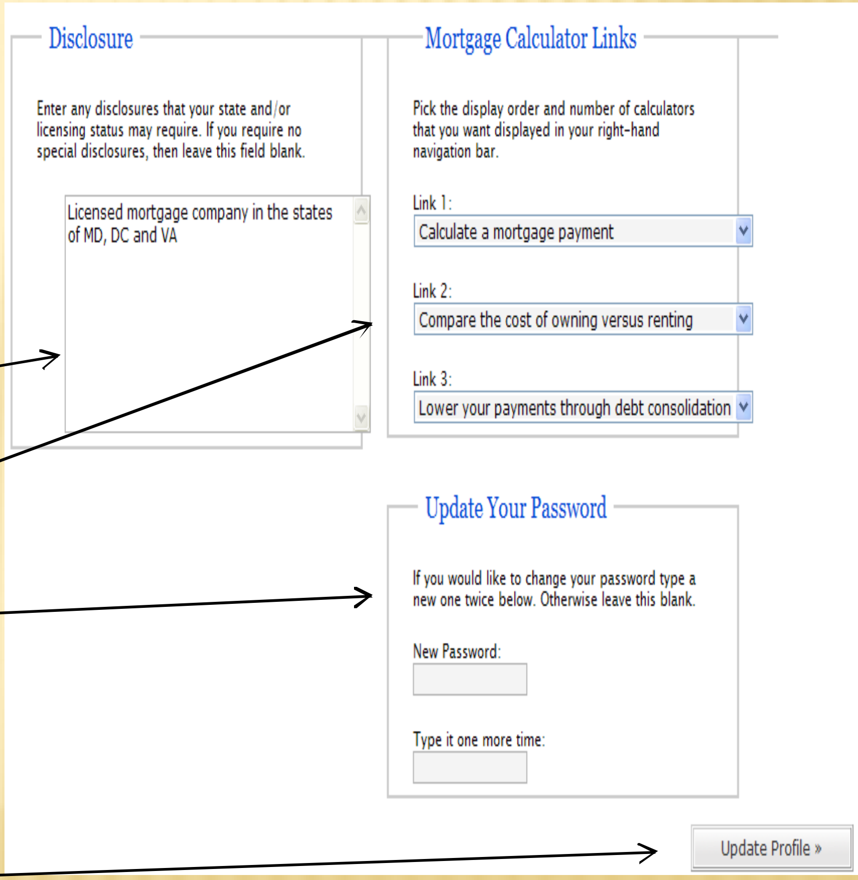


STEP ONE—PART TWO

On same page you can update your

- Disclosure
- Choose calculator links
- Change your password

Don't Forget To Hit "Update Profile" Button



STEP TWO

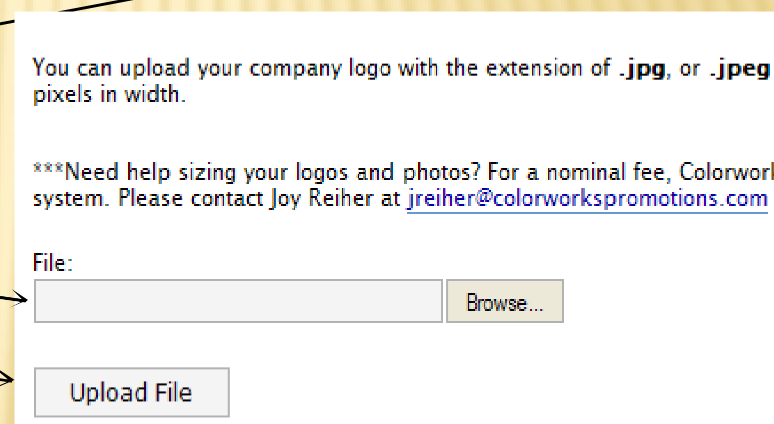
After you update your profile, you can then download your company logo—

•Click on "Company Logo" on profile page

•Locate your logo on your hard drive to upload

•Click "Upload File"

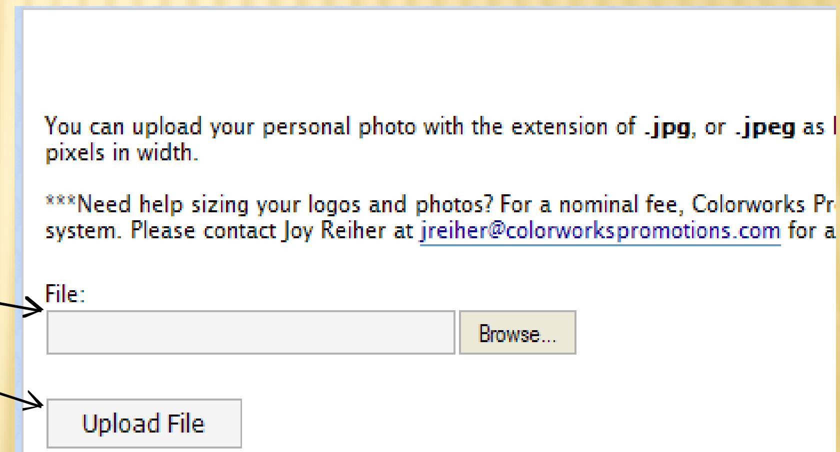
•Make sure the logo no larger than the size specified



STEP THREE

Back to the Profile Page you can now download your picture

- Click on "Personal Photo"
- Locate the photo on your hard drive
- Click on "Upload File"
- Make sure the photo is no larger than the size specified



AS EASY AS 1-2-3: YOU ARE SET UP

REAL ESTATE REPORT

May 19, 2009

ECONOMIC COMMENTARY

Has the market gotten ahead of itself?

The stock market has rallied for over two months, oil prices have risen and long-term rates have gone up as well. It is not surprising that the markets have paused to take a breather. Yes, the reports were fairly negative this past week with higher jobless claims and slower than expected retail sales. Even the good news, slow consumer inflation, is indicative of a slower economy. But the markets have been reacting positively through a lot of negative economic news. Why pause now?

It would not be out of the question to view this period as a breather or period of consolidation. The markets are not likely to turn back down unless there are some really surprising negative statistics. We don't rule that out. For now, the breather and lower rates are a great opportunity for homeowners and consumers to take advantage of what might be the last chance to obtain the lowest rates of our generation. At this point rates on home loans have stayed steady despite higher rates on Treasuries and that can't last forever.

WEEKLY INTEREST RATE OVERVIEW

The Markets. Rates on home loans were fairly stable last week. Freddie Mac announced that for the week ending May 14, 30-year fixed rates averaged 4.86%, up slightly from 4.84% the week before. The average for 15-year rose slightly to 4.52%. Adjustables were lower with the average for one-year adjustables decreasing slightly to 4.71% and five-year adjustables falling to 4.82%. A year ago 30-year fixed rates were at 6.01%. "Fixed-rate mortgages were little changed this week following the release of April's employment figures," said Frank Nothaft, Freddie Mac vice president and chief economist. "The economy lost 539,000 jobs, less than the monthly job loss of the past five months, and the unemployment rate rose to 8.9 percent. Adjustables, however, fell slightly over the period. Relatively low house prices and rates are clearly helping first-time homebuyers. Housing affordability for the median first-time buyer reached an all-time record high in the first quarter since the NAR index began in 1981. Consequently, first-time homebuyers accounted for half of existing home sales in the first three months of this year, the NAR reported."

Current Indices For Adjustable Rate Mortgages

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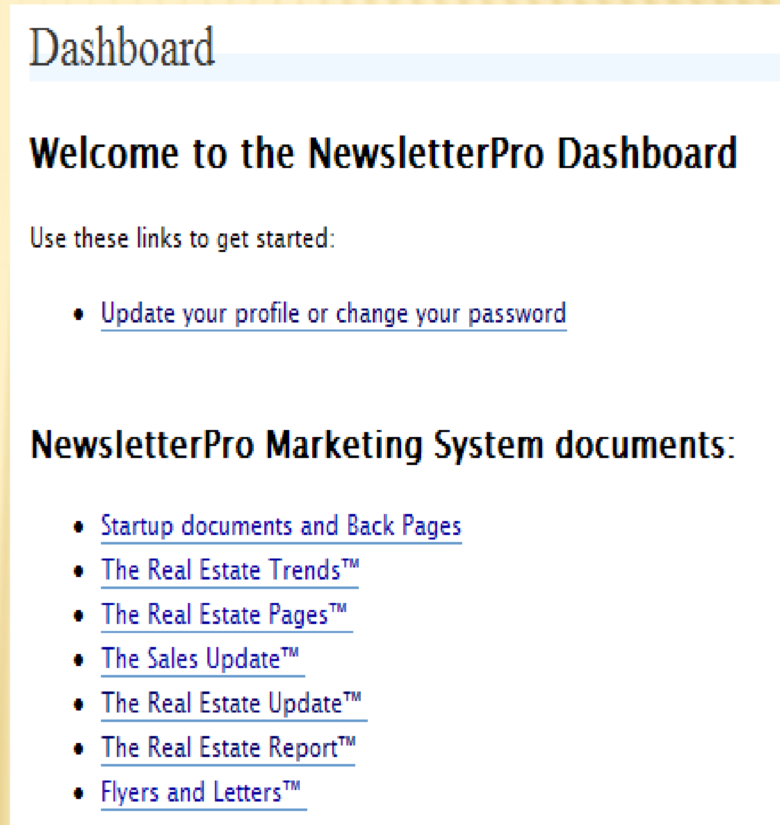
Compare the cost of owning versus renting
Lower your payments through debt consolidation

BUT THAT IS NOT ALL…

- The main page/dashboard also gives you access to all print materials, including archives
- Each document has a version in Microsoft Publisher. If you have that program (part of Office Professional)—you can edit in any way. These then can be turned into PDFs or included in an email.
- Each document also has a “PDF” version which allows you to add your name in the box. The PDF version can be mailed or emailed as an attachment.
- VELMA will help you automatically personalize the 4-page newsletter



START-UP DOCUMENTS

The start-up documents include—

- A sample welcome letter to your newsletter prospects;
- Instructions to add a banner to your Outlook Signature so that those you email can sign up;
- Back Pages. These help turn the one-page documents into self-mailers.

Start-up documents:

Welcome Letter For Real Estate Newsletter

Letter To Prospect

Outlook Signature File and Installation Instructions
(These documents allow you to configure your email signature in Outlook and O
encouraging additional opt-ins to your program)

Back Pages:

Back Page #1 for Letter Size Newsletters

Back Page #1 for Letter Size Newsletters - Publisher Version

Back Page #2 for Letter Size Newsletters

Back Page #2 for Letter Size Newsletter Publisher Version

Back Page #1 for Legal Size Newsletters

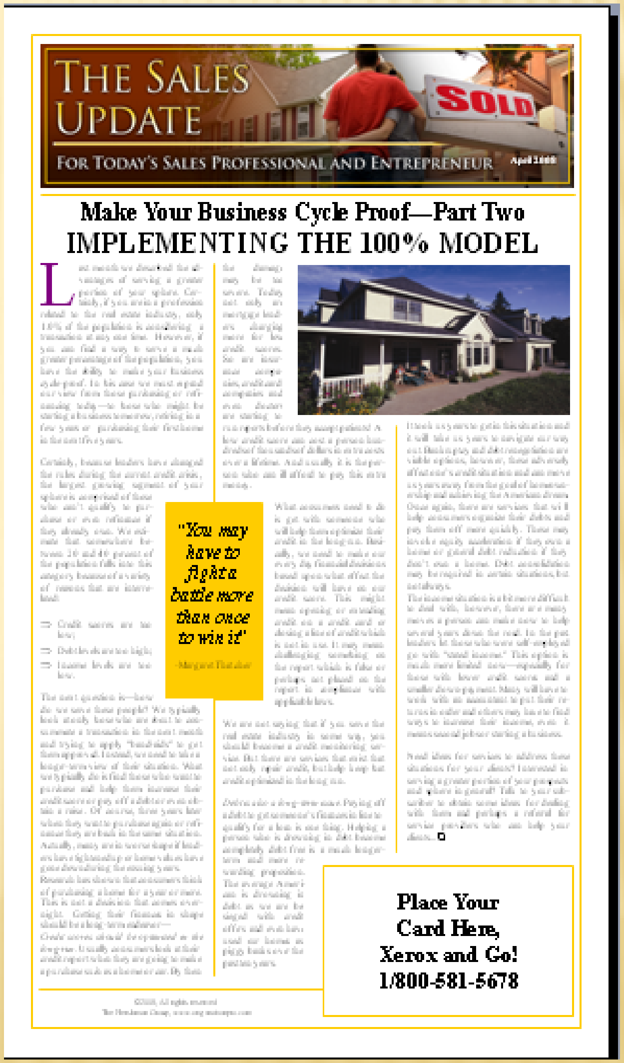
Back Page #1 for Legal Size Newsletters Publisher Version

THE REAL ESTATE UPDATE

- Four page document
- Traditional self-mailer newsletter
- For all parts of your sphere
- Industry news, economic commentary, charts
- Includes finance article

THE SALES UPDATE

- It is not enough to distribute news, you must teach your B-to-B targets how to sell which is the ultimate value
- Realtors, financial planners, CPAs, title companies, insurance agents
- Designed as great sales meeting material for presentations



THE REAL ESTATE PAGE

- Consumer articles on finance and real estate topics
- Can be used for prospect conversions when topic is right (archives become important)
- Can give to Realtors and Financial Planners to send to their clients—leverage.
- Can use as response mechanisms


The Real Estate Page

SHOULD I BUY THIS HOUSE?

FHA Advantages

- Low Down Payment
- No Cash Reserves
- No Credit Score Necessary
- Co-Borrowers Don't Have To Occupy The Property
- Fixed Rate Assumable Terms
- Adjustables With Low Caps
- Liberal Gift Policy

Place Your Card Here, Xerox and Go! 1/800-581-5678

THE REAL ESTATE TRENDS

- One page print document
- Legal size
- Can be turned into a mailer or PDF
- Industry news, economic commentary, charts

BONUS FLYERS & LETTERS

- We can produce flyers and letters that are topical for every environment
- We integrate response mechanisms into the flyers so they can call for articles or special reports
- More than a Newsletter—we offer a complete marketing system

WHAT WE COVERED TODAY…

- Legislative Update
- What is a certified mortgage advisor
- Summary of Part I (it will be repeated)
  - Comparing point options
  - Comparing different loan terms
  - Comparing mortgages over future scenarios
  - Comparing mortgage combinations
  - Qualifying concepts: focus on suitability and overcoming obstacles
- NewsletterPro System

NEXT PLANNING SESSION

- The advisor approach—selling without rates
- Sales and lead conversion skills
- Key marketing concepts
- Marketing other experts through your sphere
- Better than homebuyer seminars: Advisor Seminars
- Seminars for Realtors and Financial Planners
- Synergy Partners and Advisor Networking Groups
- The PR Machine
- Newsletters of experts

MY GIFT TO YOU…

If you stay a member of the NewsletterPro
—after six months you will be eligible for
Certified Mortgage Advisor Certification

Questions or have not received password?

Email us at success@hershmangroup.com

Also—want my OriginationPro Mortgage School DVDs or Complete Mortgage Management or Marketing Kits?

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