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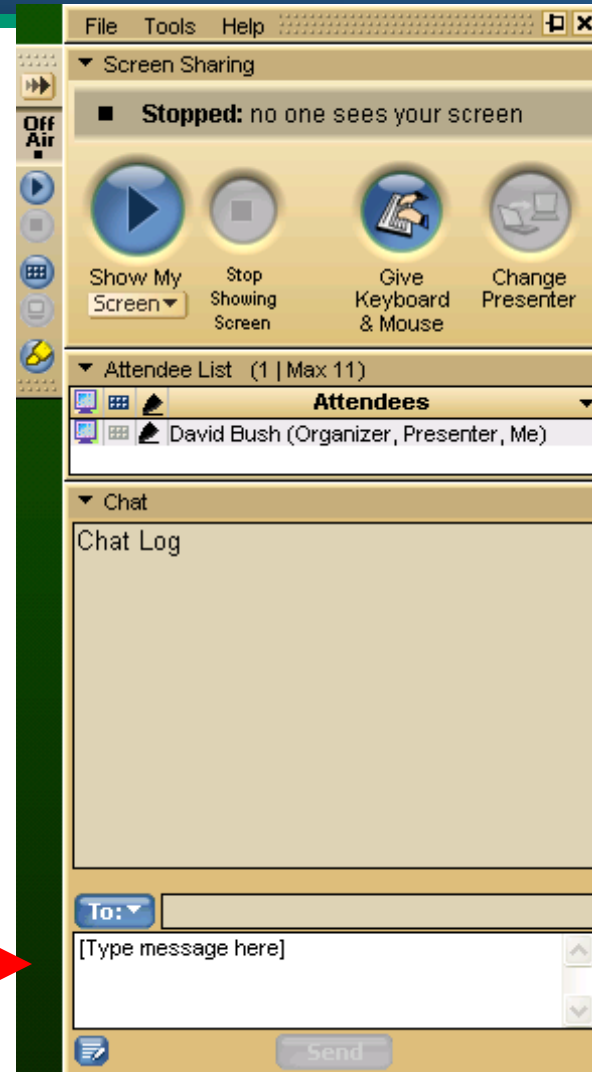
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Using LEGITAMATE Credit Restoration to Produce and Convert More Leads

Chad Kusner,
Credit Repair Resources

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www.crr760.com

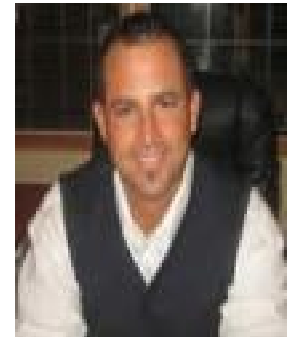


Dave Hershman,
OriginationPro

Our Hosts Today

Chad Kusner, Credit Repair Resources

10 years in the mortgage industry as a top producing originator. 7 year veteran of the credit repair industry. Chad has presented nationally on business practices and ethics in the credit repair industry. He is an accredited credit educator and widely recognized as an expert in his field as a Director of the National Association of Credit Services Organizations.



Dave Hershman, OriginationPro

30 years in the mortgage industry as the top author and a top speaker. Dave is truly a mortgage expert with seven books and hundreds of articles authored, hundreds of speeches delivered and tens of thousands of followers in the industry.



Contents



- Why Credit Restoration is Important
- Credit Repair vs. Credit Restoration
- Legal and Compliance
- How CR Can Increase Your Income
- Making Sure You Are Successful
- Choosing a Partner
- Who, What and Why Credit Repair Resources
- Process Overview
- Cost & Guarantee
- Getting Started

WHY CREDIT RESTORATION IS IMPORTANT

Consumers

The cost of a low score over an average American's lifetime not only affects all major purchases, insurance and employment now, but paying high interest rates over time can impact if and when we can retire!

Mortgage Professionals & Realtors

The Industry has quickly evolved and continues to become more challenging as new regulations are enforced. Originators do more work on every transaction for lower compensation. Having a dependable CRO partner, allows you to make the most valuable use of your time and resources.

And if you are an originator who gets a referral from a Realtor or a builder—they are expecting that you will do everything in your power to get the deal closed. Otherwise someone else will.



Credit Repair Realities

**Credit (dis)Repair
Companies**

WANT

~~You~~

...err

Your

Money!



- Consumers in need are vulnerable
- “Bad Actors”
- Self Proclaimed Experts!
- Low barrier to entry

- “Credit Repair” is half the battle
- Most companies offer basic disputing
- Price is what you pay, value is what you get
- Online marketing can be deceptive



Credit Restoration

- Consumer advocacy is priority
- State and Federal Compliance
- In depth knowledge of credit laws and reporting
- Selective in the applicants they enroll



- Credit Restoration is managing **all** data on a report.
- Personalized case management and action plan
- Realistic expectations and team effort culture
- Consistent follow through
- Transparent communication
- Asset to both consumers and credit professionals

What To Watch Out For

If you see these statements....run for the hills!

“Credit problems? No problem!”

“We can remove bankruptcies, judgments, liens, and bad loans from your credit file forever!”

“We can erase your bad credit — 100% guaranteed.”

“Create a new credit identity — legally.”

“We guarantee we can raise a credit score by _____ amount”

“We guarantee results in _____ days or less”

“We must collect all fees up-front”



The Federal Trade Commission (FTC) says do yourself a favor and save some money, too. Don't believe these claims: they're very likely signs of a scam.

Compliance and Legal

Federal Law

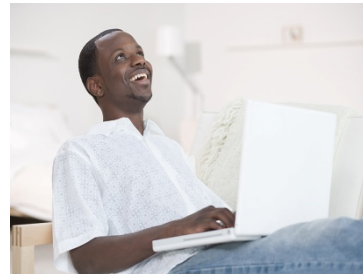
- CROA Credit Repair Organizations Act 1996
- Governed by the FTC not CFPB as of 1-1-12
- Prohibits advance payment
- Required disclosures
- Deceptive practices
- Written with ambiguous language by design
- Operation Clean Sweep/Credit Despair



State Specific Laws

- Most states have specific CRO requirements
 - Must comply with both
 - Some states require licensing and bonding
 - Some states allow advance fee payment
- (Federal laws take precedence)**





Credit Restoration Boosts Transactions

LOAN OFFICERS & REALTORS

Without a solution for those with low credit scores, you may lose prospects due to competition offering lower rates or perhaps you won't be able to get them approved at all.

When faced with a prospect with lower scores, you have three choices--

- Tell them to come back when their credit is fixed (lose them)
- Try to fix the score by yourself (time consuming)
- Find a professional to help you (Increase units and create value)

What is the advantage of helping them in some way?

- Eventually they will be able to obtain financing and/or
- They become an advocate for you and advocates are referral sources—even if they can't qualify in the future.

CAN'T THEY DO IT THEMSELVES?



- Theoretically, yes. Just go back to all the steps that CRR is taking—obviously without the supervision of an attorney.
- In reality? No way. Here are the odds: 90% vs. 10%.
- Of course, you could take the time to help them
 - ✓ But is your time better spent putting in more time on their file or getting more business?
 - ✓ Do you get paid more if you spend tens of hours on one file? ***Not under the new compensation plans.***
 - ✓ Think like Donald Trump—would he spend the time to fix files or align himself with experts?

MARKETING FOR THIS SEGMENT

Low rates will not last forever. When rates rise, the competition will increase. The segment of the population who don't qualify is larger than ever and there is less competition within this segment-- especially right now.

Marketing actions could include:

- Email to your sphere focusing upon credit tips and articles
- Seminars specifically on what it takes to go from unqualified to mortgage ready -- Overcoming the obstacles to ownership
- Visiting LOs for large banks who are throwing these prospects away. Not only banks—but builders.
- Focusing upon Realtors who are struggling with particular prospects.
- Insurance agents, CPAs, financial planners -- all referral sources
- Reciprocal referral relationships with property managers
- General advertising—brand yourself as a problem solver

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 fallen and long-term rates have gone up as well. It is not surprising that the markets have seemed to take a breather. Yes, the reports were fairly negative the past week with higher jobs 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. All the same, 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 4.80%, up slightly from 4.64% the week before. The average for 15-year rates is slightly to 4.32%. Adjustable rates were lower with the average for one-year adjustable decreasing slightly to 4.71% and five-year adjustable 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. And Frank Notch II, Freddie Mac's vice president and chief economist, says the economy lost 550,000 jobs, less than the monthly job loss of the past five months, and the unemployment rate rose to 5.5 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 NAHB index began in 1991. Consequently, first-time homebuyers accounted for half of existing home sales in the first three months of this year, the NAHB reports.

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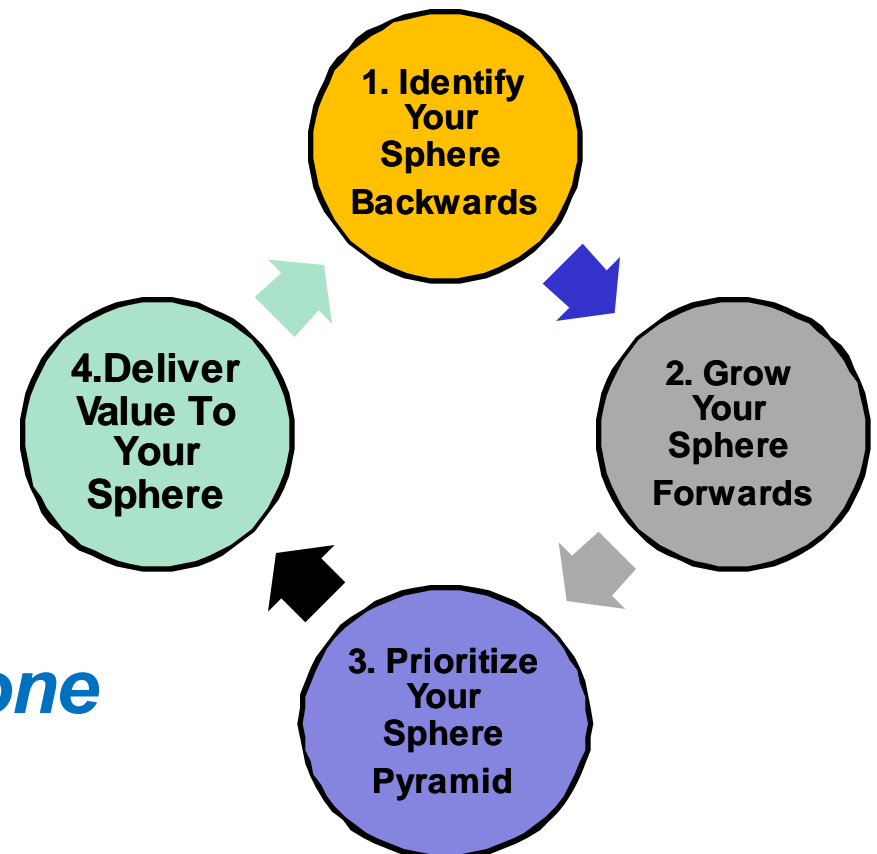
OriginationPro Mortgage Company is dedicated to bringing the American Dream of Home Ownership to our clients.
We provide a variety of competitively priced mortgage products and services that are designed to help you achieve your financial goals.
As the experts in the world of real estate finance, we can help you achieve your goals with less stress, making your American Dream Come True!

Calculate a mortgage payment
Compare the cost of different rates
Lower your payments through debt consolidation

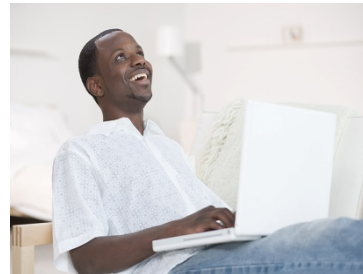
Current Indices For Adjustable Rate Mortgages

Your Sphere is the Key

- Personal Sphere- Friends, Family & Neighbors
- Present & Previous Customers
- Previous Prospects
- Associations
- Vendors
- Coworkers
- Professionals
- Top Referral Sources



***Everyone knows someone
who needs help***



Making Sure Credit Restoration is Successful

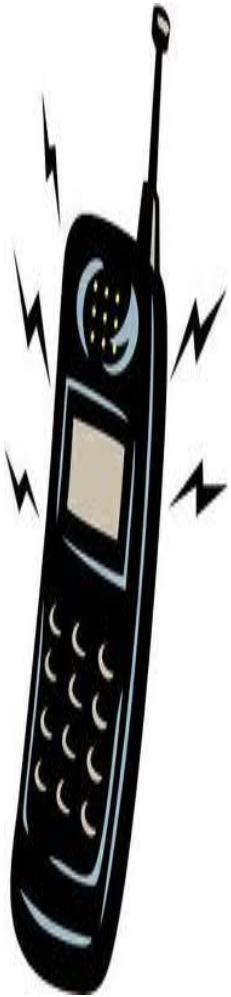
Key Number One: Qualify

These referrals are more likely to be successful credit repair clients

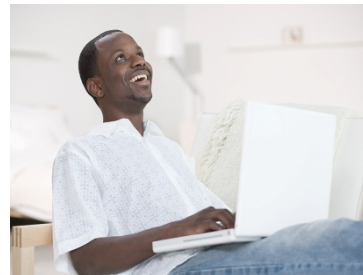
- First Rule: Credit Repair is not for those who are currently in financial trouble. If they are currently delinquent on their obligations, trying to raise their score will be futile and could potentially end up in a defaulted loan.
 - ✓ There are alternatives for those in this situation. (CCC or Bankruptcy)
- Second Rule: Identify those who have been through an “Economic or Life Cycle Event” These clients have been through a hardship and are now working to get back on track. These are perfect candidates for Credit Repair!
- Third Rule: Be leery of clients who say they do not have the money for repair or want to use a untested cheap alternative. The truth is that if they cannot afford credit repair, it is likely they cannot afford to be a homeowner. Additionally repair is only part of the process, ALL consumers MUST maintain a healthy mix of credit starting day one. This means paying down or off some debts and potentially opening new secured credit cards.

Second Key: Follow Up

Following Up Is Always A Key To Success



- If the client is not getting results MOST of the time it is because they are not doing what is requested by the CRO
- What do they have to do? CRR clients get an action plan to improve and maintain their positive credit file, **this is critical to success.**
- They will also get responses from the credit agencies, creditors and debt collectors, these have to be forwarded as received.
- Simple, right? But remember many of these clients got into their situation because they did not do what they were supposed to.
- **You need to stay after them.**
- And remember, if you don't follow-up with them, if they get a "cold-call" from a Loan Officer or Realtor at the end of the process—you are in danger of losing the deal. **Don't let them get credit muscles!**
- In other words, you need to stay connected in either situation.



Choosing A Reliable & Compliant CRO Partner

Choosing a Credit Restoration Partner

Question to ask when vetting a CRO

- Are they compliant?
- What is their process?
- Do they have performance metrics?
- What are their credentials?
- Ask for professional references
- Do a web search
- What is their guarantee



Groups and Affiliations

- **NACSO** National Association of Credit Service Organizations
- **NARCRA** National Association of Responsible Credit Repair Advisors
- **NAR** National Association of Realtors
- Local Chamber of Commerce
- Better Business Bureau

Credit Repair Resources

Chad Kusner
President



Bob Willis Esq.
Vice President



- Licensed Loan Officer 10 years
- FHA, VA, USDA and Conventional
- Credit Expert Witness
- Accredited Credit Instructor
- NACSO Board Member
- NARCRA Advisory Board Member

- Consumer Attorney 19 years
- MBA Business CSU
- JD John Marshall College of Law
- Accredited Credit Instructor

- 100% Federal and State compliant
- Licensed CSO (Credit Service Organization)
- Fully bonded and insured
- Employees background checked and NASCO Certified
- Proven performance with nationwide referral agents
- A Rated with BBB with no complaints ever filed

What Credit Repair Resources Does

Every Client that enrolls with CRR receives:

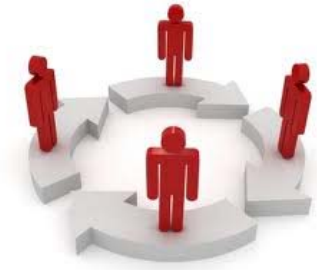
- Free initial assessment
- Personal case manager
- Custom action
- Credit education
- Thorough audit using CRR proven methods
- Scheduled updates and automated alerts
- 24 Hour file access
- Consistent communication
- Performance Guarantee



Why Refer Clients to CRR

We are as committed to our referral agents as we are our clients

- Priority 24 hour review
- Automated alerts
- Proven track record
- Impeccable customer service and support
- Review process eliminates complaints
- CRR's performance guarantee
- CRR commitment to compliance, ethics and integrity
- 24 hour pipeline access
- FDCPA/FCRA Attorney owned and operated
- 50+ years combined knowledge and experience
- **Partnership with OriginationPro brings marketing materials and marketing training to help you bring in more business**



Enrollment Process

The process of enrolling with is relatively simple and always consistent

- Credit Card is authorized not captured
- Disclosures signed and ID requested (Proof of Address and Social)
- Referring agent is notified of activated client via email
- Worksheet appointment is set and completed
- Audit is drafted and shipped



Tracking the Process

The first phase of restoring credit is critical on many levels.

- CRR has every client open a monitoring account
- 25 day initial scheduled update completed
- Full update of report at day 45 (Statute of Limitations expires)
- Email alert sent to both client and authorized referring agent
- Next action steps taken by case manager

It is important to stay engaged with your referrals. The more support you offer, the more likely they are to work hard so they can get to the closing table.

Our Software will alert you when it's time to reach out!



Review Examples

Review:

Good:

RJW – Mid-627. BK in 2009. Some discharged collections to challenge along with a number of BK misreport. Client needs repair and credit building tools like Orchard card. Candidate

RJW – Mid-540. Judgments for \$3500. Recent lates on student loans are a concern. Several collection on file we can work on. Client needs repair and credit building tools like secured card. Candidate for Plat. Package. Co-applicant also has a few collections, including bogus music club. We can do an Express to clean co-app., too.

Declined:

RJW – Mid-591. Recent lates on auto. Recent lates on other accounts, too. 1 paid collection on file. Not enough for us to work with. Client does need positive trades like Orchard.



Report Card Examples

Knowledge is power, knowing your client's progress is priceless!

CMZ- Scores: EF 580, XP 613, TU 609- Open Lines: Marine One- Limit \$6978 Bal \$4682, Cap One limit \$300 Bal \$268- needs to pay down, auto in good standing, client sd lady who refd him to us sd once he is in the 600's he will qualify for loan, told him to wait until appt with Bob to get pulled and see what Bob says

CC- EF 551, XP 569, TU 499 / EF 62%, XP 67% TU% 64% - Report saved to file
Open trade lines: Cap One, Limit 500/Balance 578; HSBC, Limit 300/Balance 280

CC- EF 558, XP 536, TU 629 / EF 50%, XP 88%, TU 50% - Report saved to file for Round 2
Client has home equity and secure line of credit, client in need of repair tools



Investment and Guarantees

CRR offers credit terms for its services to those that are credit challenged as a courtesy. Our cost is currently as follows:

- Total Cost is \$794.00. 299.00 initially and 99.00 for 5 months
- Express package for 4 items or less is a \$299.00 flat fee
- Pricing is subject to change/All pricing is posted on our website



CRR offers a 90 day performance guarantee. If we're unable to improve a clients profile in 90 days and they have followed our action plan, we'll refund their investment no questions asked. This is posted on our website and clearly written in our client agreements.



Getting Started

Referring Your Prospects To Credit Repair Resources is Easy

Credit Repair Resources Contact:

888.927.7760

www.crr760.com

chad@crr760.com

OriginationPro Contact For Marketing Materials

Brenda Hershman

1-800-581-5678

brenda@hershmangroup.com

Bonus: For new referral sources only. Every client who starts the program, you will receive two months free of the OriginationPro Marketing System and Certified Mortgage Advisor Program. This system includes personalized newsletters, articles, emails, flyers, postcards and more. Six referrals per year, and the year is paid for!