

Tools to Grow Your Business

From the Mortgage Industry's Leading Authorities









INSTANT MORTGAGE EXPERT!

BENCHMARK MORTGAGE

)) ((THE MORTGAGE MARKET GUIDE**

Annual Membership Save \$200

Includes:

- Credit Reporting Paradigm
- Contact! Marketing Pack
- Superstar Playbook
- Kiplinger's
- Barry Habib's Voice Broadcast Alerts
- And Much More!

PLUS:

- 6 Months FREE Lenders Insight
- 6 Months FREE Loan Magic

www.mortgagemarketguide.com

LOAN OFFICER TRAINING & MARKETING SOLUTIONS

LoanToolbox

Choose Annual or Monthly Membership Save \$599 Annual!

Includes:

- 800+ marketing downloads including lead generation and lead follow-up campaigns
- 70 scripts to improve your closing ratio
- Monthly conference calls
- Talk to the Experts series
- Tips from the Toolbox

PLUS:

• 6 Months Free Platinum Plus Automated Marketing **SEE ORDER FORM FOR SPECIAL COMBO PRICING!**

www.loantoolbox.com

INCREASE YOUR CLOSING RATIO!

Certified Scripts for Success

Created by Jim McMahan!

Save \$309

- **Includes:**
- Exclusive ARM EvaluatorSM
- Consultation Guides
- Audio Versions of Scripts
- Full-Color Charts and Tools
- The MAC AttackSM

PLUS:

- Over 45 Audio Recordings
- 24/7 Access to Exclusive Members' Web Portal
- Presentation Tools

www.certifiedscripts.com

MMG NEWSLETTERS



Annual Membership Save \$366

Includes:

- Fully Personalized Newsletter
- Week in Review Analysis
- Forecast for the Week
- Economic Indicator Calendar
- Full-Color FNMA 30-year Bond Chart

PLUS:

- Mortgage Market View
- No Set Up Fee (You SAVE \$45)



SUPER MSS BUNDLE PACKAGE! Get a full year of Mortgage Market Guide, MMG Weekly, LoanToolbox's Platinum Plus and save more than \$2,000

www.mortgagemarketguide.com

AUTOMATED MARKETING!

PlatinumPro Marketing

Annual Membership

Save \$496

Includes:

- Complete Library of LoanToolbox marketing resources, fully customized with your name, photo, contact information and Ιοαο
- YOU Magazine The number one way to stay in touch with your database! This online magazine is produced for you like clockwork every month, and includes professionally written articles, video and much more.
- Monthly conference calls
- · Easy online reporting to let you know who is reading your emails...That is who are the hot leads?

www.platinumpromarketing.com

FOUR-DAY CONFERENCE



November 10-15, 2008 | The Mirage | Las Vegas

General Admisson: Save \$400 **VIP: Save \$600**

Key Take-Aways:

- Training from MSS industry experts Barry Habib, Todd Duncan, Sue Woodard, Greg Frost and Jim McMahan.
- Step-by-step strategies from real-life loan originators that are winning in today's market.
- Create a customized business plan to drive you to success in the next 12 months.

www.masterybusinessplan.com

Prices Good Today Only! See Reverse Side to Order Now!



Exclusive Discounts for Benchmark Mortgage Loan Originators Image: State Collect Membership: S599 Annually Reg. S599 Annually S599 Annual Reg. S1,295 with S10 Set-Up Fee - Save S399 Image: State Collect Membership: S599 Annual Reg. S1,295 with S10 Set-Up Fee - Save S396 Image: State Collect Membership: S599 Annual Reg. S1,295 with S10 Set-Up Fee - Save S366 Image: State Collect Membership: S399 Annual Reg. S1,295 with S10 Set-Up Fee - Save S366 Image: State Collect Membership: S399 Annual Reg. S1,295 with S10 Set-Up Fee - Save S366 Image: State Collect Membership: S399 Annual Reg. S1,295 with S10 Set-Up Fee - Save S366 Image: State Collect Membership: S399 Annual Reg. S1,295 with S10 Set-Up Fee - Save S366 Image: State Collect Membership: S399 Annual Reg. S1,295 with S10 Set-Up Fee - Save S367 Image: State Collect Membership: S129 Monthly Image: S1,295 with S30 Set-Up Fee - SAVE S374 Induce: State Collect Membership: S129 Monthly Image: S1,295 with S30 Set-Up Fee - SAVE S374 Induce: S149 Monthly, No Set-Up Fee - SAVE S180 per month Media membership: S129 Monthly Image: S1,395 - Save S400 I	THE MORTGAGE MARKET GUIDE LOanToolbox THE DUNCAN GROUP (BENCHMARK MORTGAGE EXCLUSIVE CORPORATE DISCOUNTS!			
Mortgage Market Guide Membership: \$699 Annually Reg. \$399 - Save \$200 Induct: & Mortis FREE Loan Magic MMG Weekly: \$399 Annual, No Set-Up Fee Reg. \$1,295 with \$100 Set-Up Fee - Save \$496 MMG Weekly: \$399 Annual, No Set-Up Fee Reg. \$1,295 with \$45 Set-Up Fee - Save \$366 MMG Weekly: \$399 Annual, No Set-Up Fee LoanToolbox LoanToolbox Membership: \$996 Annual Reg. \$1,956 - Save \$290 Induct: & Mortis FHEE Loan Magic Marketing: Set Up Fee LoanToolbox Membership: \$129 Monthly LoanToolbox Annual Combi: \$1,479 Annual, No Set-Up Fee Reg. \$1,956 with \$399 Set-Up Fee Reg. \$2,890 with \$399 Set-Up Fee Reg. \$2,890 with \$399 Set-Up Fee Reg. \$2,890 with \$399 Set-Up Fee Reg. \$2,800 minual membership: \$20 Monthly LoanToolbox Annual Combi: \$148 Monthly, No Set-Up Fee Reg. \$2,800 with \$399 Set-Up Fee Reg. \$2,800 with \$399 Set-Up Fee Reg. \$2,800 with \$399 Set-Up Fee Reg. \$2,800 with \$390 Set-Up Fee Reg. \$2,800 Set-Up Fee </th <th colspan="5">Exclusive Discounts for Benchmark Mortgage Loan Originators</th>	Exclusive Discounts for Benchmark Mortgage Loan Originators				
Mortgage Market Guide Membership: \$599 Annually Feg. S809 - Save \$200 Mortgage Market Guide Membership: \$599 Annual © Mordle FREE Loan Magic PlatinumPro Marketing: \$299 Annual, No Set-Up Fee MM6 Weekly: \$399 Annual, No Set-Up Fee Reg. \$1,295 with \$100 Set-Up Fee - Save \$496 PlatinumPro Marketing: \$299 Annual MM6 Weekly: \$399 Annual, No Set-Up Fee Reg. \$1,295 with \$450 Set-Up Fee - Save \$366 PlatinumPro Market Guide, MM6 Weekly. LoanToolbox LoanToolbox Membership: \$296 Annual Reg. \$1,295 with \$300 Set-Up Fee LoanToolbox Membership: \$298 Annual Reg. \$1,295 with \$300 Set-Up Fee LoanToolbox Membership: \$129 Monthly LoanToolbox Membership: \$200 Monthly LoanToolbox Monthly Combo:)) THE MORTGAGE MARKET GUIDE				
Wirk Webekly: \$399 Annual, No Set-Up Fee Reg. \$720 with \$45 Set-Up Fee – Save \$366 ChanToolbox Membership: \$396 Annual Reg. \$1,955 – Save \$599 Indude:: 6 Montis FIEE Ptahum Plus Automated Markeling, No Set Up Fee ChanToolbox Membership: \$129 Monthly ChanToolbox Monthly Combo: \$143 Monthly, No Set-Up Fee Reg. \$329 - \$AVE \$180 per month Notices monthy montorship to Lanibobox and Patinum Pus Automated Markeling Contract Wir Set Up Fee Reg. \$329 - \$AVE \$180 per month Notices monthy montorship to Lanibobox and Patinum Pus Automated Markeling Contract Wir Set Set Up Fee Reg. \$329 - \$AVE \$180 per month Notices monthy montorship to Lanibobox and Patinum Pus Automated Markeling Company Address City Please Print CLEARLY IN ALL FIELDS First Name	Reg. \$899 – Save \$200 Included: 6 Months FREE Lenders Insight	PlatinumPro Marketing: \$899 Annual, No Set-Up Fee Automated Marketing System			
Image: MMG Weekly: \$3399 Annual, No Set-Up Fee Super MSS Bundle Package: \$1,999 Annual Reg. \$720 with \$45 Set-Up Fee – Save \$366 Reg. \$4,099 – SAVE MORE THAN \$2,000 Image: Market Guide, MMG Weekly: LeanToolbox Image: Market Guide, MMG Weekly: LeanToolbox Image: Market Guide, MMG Weekly: LeanToolbox Membership: \$996 Annual Reg. \$1,595 – Save \$599 Imade: 6 Months FREE Platnum Plus Automated Marketing. Imade: Status Free Certified Scripts for Success: \$90 Annual Reg. \$1,954 with \$99 Set-Up Fee SAVE \$309 Status Annual, No Set-Up Fee SAVE \$309 Reg. \$1,954 with \$99 Set-Up Fee SAVE \$309 energing law Annual American Plants Annual Membership \$129 Monthly Includes annual membership to LoanToolbox and Reg. \$1,936 – Save \$400 Platium Plus Automated Marketing Certified Scripts for Success, Market Guide, Marketing Includes annual membership to LoanToolbox and Reg. \$1,936 – Save \$400 Platium Plus Automated Marketing Certified Administon: \$1,295 per person Reg. \$1,395 – Save \$400 Reg. \$1,895 – Save \$400 Includes annual membership CoanToolbox and Reg. \$1,936 – Save \$400 Platium Plus Automated Marketing Reg. \$1,936 – Save \$400 Includes anontable board Reg. \$1,936 – S					
LoanToolbox Membership: \$996 Annual Reg. \$1,595 – Save \$599 Induct: 6 Months FREE Plathum Plus Automated Marketing, Mo Set-Up Free LoanToolbox Membership: \$129 Monthly LoanToolbox Annual Combo: \$1,479 Annual, No Set-Up Free Reg. \$1,954 with \$99 Set-Up Fee – SAVE \$574 Inducts amain membership to LoanToolbox and Plathum Plus Automated Marketing LoanToolbox Monthly Combo: \$148 Monthly, No Set-Up Fee Reg. \$1,954 with \$99 Set-Up Fee – SAVE \$180 per month Includes amain membership to LoanToolbox and Plathum Plus Automated Marketing Control Post Presson Reg. \$1,395 – Save \$400 Offer Eprise 08 15.08 WIP Admission: \$1,295 per person Reg. \$1,395 – Save \$600 Offer Eprise 08 15.08 WIP Admission: \$1,295 per person Reg. \$1,395 – Save \$600 Offer Eprise 08 15.08 Inducted: WP Seating, WP Lounge Access, Mastery Duanes Plan DVD Sot Toll Free: 800-963-1900 Will THE MORTGAGE MARKET GUIDE* First Name Contract INFORMATION PLEASE PRINT CLEARLY IN ALL FIELOS First Name Company Address Complete this section if you are purchasing a Mortgage Market Guide (MMG) membership Cell Phone Number for Alerts No 800 NUMBERS OR EXTENSIONS Cell Phone Card Address Company Card City State Zip Divide a transmition below as it appears on your monthly credit card billing statement Name on Card Address City State Zip Company City State Zip Zip Complete this section if you are purchas	MMG Weekly: \$399 Annual, No Set-Up Fee Reg. \$720 with \$45 Set-Up Fee – Save \$366	Reg. \$4,098 – SAVE MORE THAN \$2,000 Includes The Mortgage Market Guide, MMG Weekly,			
LoanToolbox Membership: \$999 Annual Reg. \$1,595 - Save \$599 Indude: { Mostet.ip Fee S1,479 Annual, No Set-Up Fee Reg. \$1,954 with \$99 Set-Up Fee - SAVE \$574 Includes annual membership to LoanToolbox and Platinum Plus Automated Marketing LoanToolbox Monthly Combo: S1448 Monthly, No Set-Up Fee Reg. \$228 with \$99 Set-Up Fee - SAVE \$180 per month Includes monthly membership to LoanToolbox and Platinum Plus Automated Marketing S149 Annual Marketing District S1,295 per person Reg. \$1,395 - Save \$400 Otter Lapine 10 + 10,208 - The Mirage, Las Vegas General Admission: \$995 per person Reg. \$1,895 - Save \$400 Otter Lapine 10 + 10,208 - The Mirage, Las Vegas General Admission: \$995 per person Reg. \$1,895 - Save \$400 Otter Lapine 10 + 10,208 Otter Lapine 10 + 10,208 District S1,295 per person Reg. \$1,895 - Save \$400 Otter Lapine 10 + 10,208 District S1,295 per person Reg. \$1,895 - Save \$400 Otter Lapine 10 + 10,208 District S1,295 per person Reg. \$1,895 - Save \$400 Otter Lapine 10 + 10,208 District S1,295 per person Reg. \$1,895 - Save \$400 Otter Lapine 10 + 10,208 District S1,295 per person Reg. \$1,895 - Save \$400 Otter Lapine 10 + 10,208 District S1,295 per person Reg. \$1,895 - Save \$400 Otter Lapine 10 + 10,208 District S1,295 per person Reg. \$1,895 - Save \$400 District Lapine 20 + 10,908 District S1,295 per person Reg. \$1,895 - Save \$400 District Lapine 20 + 10,908 District S1,295 per person Reg. \$1,895 - Save \$400 District Lapine 20 + 10,908 District S1,295 per person Reg. \$1,895 - Save \$400 District Lapine 20 + 10,908 District S1,295 per person Reg. \$1,895 - Save \$400 District Lapine 20 + 10,908 District S1,295 per person Reg. \$1,895 - Save \$400 District Lapine 20 + 10,908 District S1,295 per person Reg. \$1,895 - Save \$400 District Lapine 20 + 10,908 District Lapine 20 + 10,908 District S1,295 District S1	Building Better Loan Officers ™	Certified Scripts			
Induded: 6 Months FREE Plathum Plus Autonated Marketing. Is Set-Up Fee LoanToolbox Annual Combo: \$1,479 Annual, No Set-Up Fee Reg. \$1954 with \$99 Set-Up Fee - SAVE \$574 Indudes annual membership to LoanToolbox and Platimum Plus Autonated Marketing CanToolbox Monthly Combo: \$14.8 Monthly, No Set-Up Fee Reg. \$328 with \$99 Set-Up Fee - SAVE \$180 per month Includes monthly membership to LoanToolbox and Platimum Plus Autonated Marketing VIP Admission: \$1,295 per person Reg. \$1,395 - Save \$400 Other Explane B1-5.48 VIP Admission: \$1,295 per person Reg. \$1,395 - Save \$400 Other Explane B1-5.48 VIP Admission: \$1,295 per person Reg. \$1,395 - Save \$400 Other Explane B1-5.48 WIP Admission: \$1,295 per person Reg. \$1,395 - Save \$400 Other Explane B1-5.48 WIP Admission: \$1,295 per person Reg. \$1,395 - Save \$400 Other Explane B1-5.48 WIP Admission: \$1,295 per person Reg. \$1,395 - Save \$400 Other Explane B1-5.48 WIP Admission: \$1,295 per person Reg. \$1,395 - Save \$400 Other Explane B1-5.48 WIP Admission: \$1,295 per person Reg. \$1,395 - Save \$400 Other Explane B1-5.48 Diatum Plus Autonated Marketing Plane P		for Success			
LoanToolbox Annual Combo: \$1,479 Annual, No Set-Up Fee Reg. \$1,954 with \$399 Set-Up Fee - SAVE \$574 Includes annual membership to LoanToolbox and Platinum Plus Automated Marketing LoanToolbox Monthly Combo: \$148 Monthly, No Set-Up Fee Reg. \$328 with \$399 Set-Up Fee - SAVE \$180 per month Includes membership to LoanToolbox and Platinum Plus Automated Marketing Diducted membership to LoanToolbox and Platinum Plus Automated Marketing Diducted membership to LoanToolbox and Platinum Plus Automated Marketing Diducted membership to LoanToolbox and Platinum Plus Automated Marketing Diducted membership to LoanToolbox and Platinum Plus Automated Marketing Diducted membership to LoanToolbox and Platinum Plus Automated Marketing Diducted membership to LoanToolbox and Platinum Plus Automated Marketing Diducted membership to LoanToolbox and Platinum Plus Automated Marketing Diducted membership to LoanToolbox and Platinum Plus Automated Marketing Diducted membership to LoanToolbox and Platinum Plus Automated Marketing Diducted membership to LoanToolbox and Platinum Plus Automated Marketing Diducted membership to LoanToolbox and Platinum Plus Automated Marketing Diducted membership Control Free: 800-963-1900 Differe: State Company Address City E-Mail Platine <tr< td=""><td>Included: 6 Months FREE Platinum Plus Automated Marketing,</td><td></td></tr<>	Included: 6 Months FREE Platinum Plus Automated Marketing,				
\$1,479 Annual, No Set-Up Fee Reg. \$1,954 with \$99 Set-Up Fee - SAVE \$574 Includes annual membership to LoanToolbox and Platinum Plus Automated Marketing LoanToolbox Monthly Combo: S148 Monthly, No Set-Up Fee \$148 Monthly, No Set-Up Fee Reg. \$1,395 - Save \$400 Offer Expires 09-15-08 WIP Admission: \$1,295 per person Reg. \$328 with \$99 Set-Up Fee - SAVE \$180 per month Includes monthly membership to LoanToolbox and Platinum Plus Automated Marketing WIP Admission: \$1,295 per person Reg. \$1,395 - Save \$400 Offer Expires 09-15-08 VIP Admission: \$1,295 per person Reg. \$1,395 - Save \$600 Offer Expires 09-15-08 WIP Admission: \$1,295 per person Reg. \$1,395 - Save \$200 Offer Expires 09-15-08 Includes monthly membership to LoanToolbox and WIP Admission: \$1,295 per person Reg. \$1,395 - Save \$400 Offer Expires 09-15-08 Includes invertex to the section of the person admission to the person admission to the person admission to the person admission admission admission admission to the person admis	LoanToolbox Membership: \$129 Monthly	MASTERY			
Reg. \$1,954 with \$99 Set-Up Fee – SAVE \$574 Addivide Scallage Octions Reads Includes annual membership to LoanToolbox and General Admission: \$995 per person Reg. \$1,385 – Save \$400 General Admission: \$995 per person Reg. \$328 with \$99 Set-Up Fee SAVE \$180 per month Includes annual membership to LoanToolbox and General Admission: \$1,295 per person Reg. \$328 with \$99 Set-Up Fee – SAVE \$180 per month Includes monthy membership to LoanToolbox and Platinum Plus Automated Marketing VIP Admission: \$1,295 per person Reg. \$1,895 – Save \$600 Offer Expres 08-15-08 Includes: working working to LoanToolbox and Platinum Plus Automated Marketing Platinum Plus Automated Marketing FAX T0: 800-237-5297 Contact INFORMATION PLEASE PRINT CLEARLY IN ALL FIELDS First Name Last Name Company Address Zip City State Zip Cell Phone Number for Alerts - NO 800 NUMBERS OR EXTENSIONS Cell Phone Number for Alerts - NO 800 NUMBERS OR EXTENSIONS Cell Phone Provider NO 800 NUMBERS OR EXTENSIONS State Zip City State Zip City NO 800 NUMBERS OR EXTENSIONS		BUSINESS PLAN			
Includes annual membership to Loan toolbox and Plathum Plus Automated Marketing General Admission: \$995 per person Reg. \$1,395 - Save \$400 Offer Expires 08-15-08 \$148 Monthly, No Set-Up Fee Reg. \$2328 with \$99 Sot-Up Fee - SAVE \$180 per month Includes monthly membership to LoanToolbox and Plathum Plus Automated Marketing VIP Admission: \$1,295 per person Reg. \$1,395 - Save \$600 Offer Expires 08-15-08 Other Expires 08-15-08 VIP Admission: \$1,295 per person Reg. \$1,895 - Save \$600 Offer Expires 08-15-08 VIP Admission: \$1,295 per person Reg. \$1,895 - Save \$600 Offer Expires 08-15-08 VIP Admission: \$1,295 per person Reg. \$1,895 - Save \$600 Offer Expires 08-15-08 Mattery Business Plan DVD Set Toll Free: 800-963-1900 Image: The MORTGAGE MARKET GUIDE** FAX T0: 800-237-5297 CONTACT INFORMATION PLEASE PRINT CLEARLY IN ALL FIELDS First Name Last Name					
LeanToolbox Monthly Combo: \$148 Monthly, No Set-Up Fee Reg. \$1,395 - Save \$400 Offer Expires 09-15-08 VIP Admission: \$1,295 per person Reg. \$1,395 - Save \$600 Offer Expires 09-15-08 VIP Admission: \$1,295 per person Reg. \$1,395 - Save \$600 Offer Expires 09-15-08 VIP Admission: \$1,295 per person Reg. \$1,395 - Save \$600 Offer Expires 09-15-08 VIP Admission: \$1,295 per person Reg. \$1,395 - Save \$600 Offer Expires 09-15-08 Includes: VIP Seating, VIP Lounge Access, Mastery Business Plan DVD Set Tool Free: 800-963-1900 Image: State					
Reg. \$328 with \$99 Set-Up Fee - SAVE \$180 per month Includes monthly membership to LeanToolbox and Platinum Plus Automated Marketing VIP Admission: \$1,295 per person Reg. \$1,895 - Save \$600 Offer Expires 09-15-08 Included: VIP Seating, VIP Lounge Access, Mastery Business Plan DVD Set Toll Free: 800-963-1900 Image: State	LoanToolbox Monthly Combo:	Reg. \$1,395 – Save \$400			
PLEASE PRINT CLEARLY IN ALL FIELDS First Name	Reg. \$328 with \$99 Set-Up Fee – SAVE \$180 per month Includes monthly membership to LoanToolbox and	Reg. \$1,895 – Save \$600 Offer Expires 09-15-08 Included: VIP Seating, VIP Lounge Access,			
First Name Last Name Company Title Company Address Title City State Zip E-Mail Phone Complete this section if you are purchasing a Mortgage Market Guide (MMG) membership Cell Phone Number for Alerts - - NO 800 NUMBERS OR EXTENSIONS Cell Phone Provider - - NO 800 NUMBERS OR EXTENSIONS BILLING INFORMATION Please enter the information below as it appears on your monthly credit card billing statement Name on Card	Toll Free: 800-963-1900 »))((⊤HE MORTGAGE MARKET GUIDE™ FAX TO: 800-237-5297				
Company		-			
Company Address					
City State Zip E-Mail Phone Complete this section if you are purchasing a Mortgage Market Guide (MMG) membership Cell Phone Number for Alerts - NO 800 NUMBERS OR EXTENSIONS Cell Phone Provider BILLING INFORMATION Please enter the information below as it appears on your monthly credit card billing statement Name on Card Address City State Zip For					
Complete this section if you are purchasing a Mortgage Market Guide (MMG) membership Cell Phone Number for Alerts					
Cell Phone Number for Alerts Cell Phone Provider BILLING INFORMATION Please enter the information below as it appears on your monthly credit card billing statement Name on Card Address City State Zip Exp	E-Mail	Phone			
Cell Phone Provider BILLING INFORMATION Please enter the information below as it appears on your monthly credit card billing statement Name on Card Address City State Zip					
BILLING INFORMATION Please enter the information below as it appears on your monthly credit card billing statement Name on Card Address City State Zip Fxp					
Please enter the information below as it appears on your monthly credit card billing statement Name on Card Address City					
Name on Card		onthly credit card hilling statement			
Address City State Zip Image: State					
City State Zip 🔲 🚎 🗋 🚾					
CC#					

For your convenience, your membership will renew automatically using the account information we have on file. Please check your information carefully before signing and submitting. Additional membership info, including username and password, will be emailed to you upon activation of your account.

A-	
 Δ	-