



mortgage lending's first  
**BILLION DOLLAR MAN:**

**Double Your Purchase  
Referral Business in 90 days**

greg FROST

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## mortgage lending's first **BILLION DOLLAR MAN**

Greg Frost has been the top originator of residential mortgages in New Mexico since he entered the mortgage industry in 1985, and his personal production has placed him consistently among the top 20 originators in the nation for almost two decades. As the first Loan Originator to achieve record-breaking, multi-million dollar production numbers on a monthly basis, he has been referred to as the Roger Bannister of the mortgage industry. In Albuquerque, New Mexico, the name Frost Mortgage is synonymous with funded loans. His team enjoys a 9% market share of all resale real estate lending. That means one out of 11 resale purchasers borrow from Greg's team.

Greg is intensely competitive, but he runs his race only against himself, always striving to incorporate new tactics and strategies that enable him to maintain his position as the #1 provider of mortgage loans in his market. Greg openly shares these techniques in seminars and training sessions that encourage other professionals to go beyond their limits.

In 2004, Greg joined forces with Tim Braheem as the Vice President of New Product Development for LoanToolbox.com. Greg sees this web-based training resource as the most innovative and progressive compilation of strategies available today. His goal is to continually evaluate and understand the current needs of Loan Originators through seminars and conference calls, and meet those needs by adding valuable tactics that can be easily incorporated into any business model.



### ANNUAL PRODUCTION

2003:  
1,342 Loans Funded  
\$173,118,000 Dollar Volume

2002:  
1,268 Loans Funded  
\$139,482,234 Dollar Volume



## plan your work and **WORK YOUR PLAN**

**Greg Frost believes that individual success is attainable in every instance. Here is a sample of the many success stories that have resulted from Greg's influence:**

*"There are no words to describe the impact your strategies have had on me. You gave me the inspiration to turn my branch into a production powerhouse!"*

—— **Franklin C.  
Fort Meyers, FL**

*"Your insights into effective marketing have helped me tremendously. I have made \$100,000 in the last five months since attending your seminar."*

—— **H. Pinn, Jr.  
San Jose, CA**

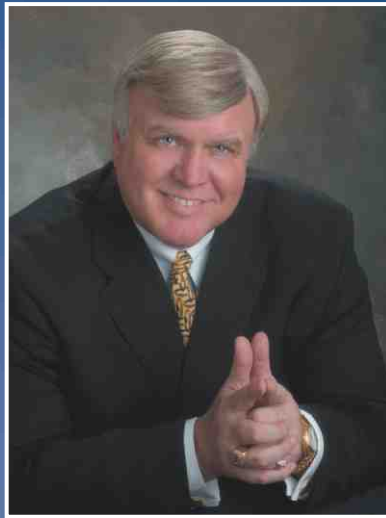
# **DOUBLE YOUR PURCHASE REFERRAL BUSINESS IN 90 DAYS!**

Greg's nuts and bolts approach to increasing business is easily understood and duplicated. In his seminar, Greg challenges his audience to select two ideas they can implement immediately to make a lasting difference in the way they do business. His seminar includes the following:

- Know your product and know how to market yourself in a manner that sets you apart from the competition.
- The rules of effective communication.
- Simplify your advertising and make it work for you.
- Bring value to every transaction, and use proven systems that save you time.
- Evaluate your production through reporting and goal setting.
- Learn 13 different ways to generate additional business from each and every loan you currently have in process.
- The art of cross selling Real Estate Agents, buyers and sellers to generate referrals.
- How to intimidate your competition.

*Contact us directly for more information regarding presentation run time, technical requirements, availability and costs.*

# contact us



**Greg Frost**

Greg Frost is one of the most well known trainers in the mortgage industry. Over the years, he has developed his presentation to bring Loan Originators the most effective and up-to-date methods to promote their business.

“It is my observation that many Loan Originators are looking for a ‘magic pill,’” Frost claims. “There is no ‘magic pill,’ however I do believe there is a solution. That solution is LoanToolbox.”

LoanToolbox includes systems and tools from many mortgage industry leaders. As Vice President of New Product Development, Greg Frost is committed to understanding the industry’s changing needs and providing market-tested solutions guaranteed to increase business.

Contact us today to schedule Greg for your next sales meeting.



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