



brian SACKS

the mortgage industry's
NICHE MARKET SPECIALIST:

**The Ten Biggest Mistakes
Loan Officers Make**

That Cost at Least \$100,000 in Lost Commissions and How to Avoid Them

brian SACKS

the mortgage industry's **NICHE MARKET SPECIALIST**

Brian Sacks is a 20-year veteran to the mortgage industry who has closed over 5,000 loans. His career production is in excess of 3/4 billion dollars. Sacks is the Branch Manager of Integrity Home Funding in Owings Mills, MD, specializing in assisting credit challenged customers realize the American Dream. He is also considered a local celebrity with regularly scheduled appearances on the area's NBC affiliate station. He has also appeared on ABC and CBS, as well as 42 other national radio programs, sharing his expertise as a mortgage professional and answering questions for the general public live on the air.

His influence as an esteemed trainer reaches audiences nationwide. Brian has spoken to groups in 42 states within the mortgage community, and has developed seminars and workshops tailored to meet the needs of his audiences. He is recognized as the nation's foremost authority on the subject of providing financing to credit challenged buyers.

Brian is also a recognized author. His book *Yes, You Can Get a Mortgage* is available on amazon.com and is written for the consumer. In addition, he is a contributing writer for MBAA, The Mortgage Press, The Mortgage Report, Mortgage Originator Magazine, The Baltimore Business Journal, The Daily Record, The Baltimore Sun and The Owings Mills Times.

Brian's career achievements include recognition as Affiliate Member of the Year by the Greater Baltimore Board of Realtors, where he also served as Chairman to the Finance Committee. He served as President and Treasurer of the Young Mortgage Bankers Committee, ranked among the top 10% of national mortgage brokers for Merrill Lynch Realty, and has been recognized by Mortgage Originator Magazine as a national SuperStar.



CAREER HIGHLIGHTS

Brian Sacks has closed 5,397 loans with a dollar volume of \$783 million!

Brian has provided training seminars for Advantage Investors Mortgage, First Metropolitan Mortgage, Georgia Association of Mortgage Professionals, GMAC Mortgage, MOM SuperStar Tour, Mortgage Bankers Association of America, National City Mortgage, Pennsylvania Mortgage Bankers Association and many more companies and organizations!



proven strategies to **CLOSE MORE LOANS**

Brian Sacks has trained thousands of Loan Originators and real estate professionals on the art of increasing sales.

“Thank you for spending time with our Loan Officer network. Your enthusiasm and willingness to customize the discussion around topics that were important to National City was appreciated. One of the things that made your visit so productive was your retail Loan Officer experience. So many mortgage industry speakers have lost touch with what is truly going on in today’s marketplace. I would recommend your unique talents to any mortgage lender who is serious about developing their sales force.”

— **David Hurst, Senior VP
National City, IN**

THE TEN BIGGEST MISTAKES LOAN OFFICERS MAKE...

that cost at least \$100,000 in lost commissions and how to avoid them

Brian lays it on the line, unveiling the most common mistakes Loan Originators are guilty of, and provides action plans to correct them all. Brian covers the following subjects and much more:

- How to overcome being an advertising victim.
- How to overcome being a generalist instead of a specialist.
- How to avoid disqualifying buyers who could earn you a high commission.
- Putting a system in place that provides unlimited referrals.
- The art of shameless self-promotion.
- Learn how to fire people who waste your time.
- How to have real estate professionals, builders and clients stand in line begging you to take their loan applications.
- Learn the tested and proven strategies you can use to have buyers calling you, who are already sold on using your services *before* they even meet you!

Other seminar topics provided by Brian Sacks include:

- **How to Close More Loans, Make More Money and Have a Life**
- **How to Increase Your Income Working with Buyers who have had a Bankruptcy or Other Credit Issues**

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

contact us



Brian Sacks

Brian Sacks is by far one of the mortgage industry's most entertaining speakers available today. He touches each and every person in his audience with sincere enthusiasm.

Brian's repertoire includes a variety of topics, and he can customize his presentation to fit both your time frame requirements and your training needs.

Brian takes a poignantly direct approach in his training sessions. "It's not about the trophy," Sacks candidly points out to his audience. "What you need to do is close more loans, and that's what I'm here to teach you about."

He is not a "pretend" expert. You will get real tested and proven strategies and marketing tactics that Brian uses every day to generate loans in his niche of working with credit challenged buyers.

Contact us directly to book Brian for your next engagement.



LoanToolbox

Building Better Loan Officers.™

LTB Enterprises Speakers Bureau

Lynn Marie Greaves, PR Director
2625 Townsgate Road, Suite 320
Westlake Village, CA 91361

(818) 388-4205

PR@loantoolbox.com