



**FOR IMMEDIATE RELEASE**

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## **LoanToolbox's YOU Magazine Celebrates Distribution Milestone**

***YOU Magazine, the online publication from LoanToolbox, the nation's leading provider of training and marketing solutions for mortgage industry professionals, tops half a million in circulation.***

**Westlake Village, CA – May 8, 2008** – YOU Magazine, an online publication and key component of the LoanToolbox Platinum Plus and PlatinumPro Marketing automated marketing solutions for mortgage loan originators, now reaches more than 500,000 recipients. Designed as a content-rich marketing tool, YOU Magazine helps loan professionals grow their databases.

“Resources that would have cost members thousands of dollars to develop and implement on their own, LoanToolbox does for them, for a fraction of the cost and time,” says Claire Leheny, Senior Vice President of Content & Publishing at LoanToolbox. “Our members tell us that their clients find YOU Magazine so informative that they forward it on to their friends and colleagues, automatically growing their databases for them.”

First introduced by LoanToolbox, a leading brand of Mortgage Success Source, in March 2006, YOU Magazine is a media-rich monthly publication that includes at least one video per issue from a wide variety of best-selling authors and industry experts, such as Tony Robbins, internationally recognized authority on the psychology of leadership and honored business strategist; Tim Sanders, formerly Yahoo!'s Chief Solutions Officer; and Dr. Ivan Misner, CEO & Founder of Business Networking International (BNI). Featured articles cover a wide variety of topics and subject areas that hold great appeal for loan originators' clients and referral partners.

Though YOU Magazine is distributed by LoanToolbox via email to each member's client base, it is customized with the loan originator's photo, company logo and contact information, giving the impression that it is coming directly from the loan originator. Through this recurring touch point, LoanToolbox members position themselves as valuable sources of information and strengthen their reputations among their clients.

“When YOU Magazine goes out, my clients call me to talk about how I can help them with their mortgage needs,” says LoanToolbox member, Chuck Isola, President of American Family Lending in Northern California. “LoanToolbox gives me a continuous return on my investment that far exceeds the cost. It's an easy way to stay connected with my clients.”

Interested mortgage originators may call toll-free (877) 684-8665 for a personal tour of LoanToolbox's automated marketing tools for loan officers.



### **About LoanToolbox**

LoanToolbox ([www.loantoolbox.com](http://www.loantoolbox.com)) is the leading provider of training and marketing solutions for mortgage industry professionals. Members have access to proven best practices, automated marketing and an active online community of 10,000 loan originators who share ideas on a daily basis.

For more information on LoanToolbox, please contact the company toll-free by phone at: 877-684-8665; by email at [sales@loantoolbox.com](mailto:sales@loantoolbox.com), or visit the website at [www.loantoolbox.com](http://www.loantoolbox.com).

### **About Mortgage Success Source**

Mortgage Success Source (MSS) is the strategic alliance of the combined entities of Mortgage Market Guide, LoanToolbox and Mortgage Mastery University. Featuring the talents of industry leaders Todd Duncan, Barry Habib, Sue Woodard, Greg Frost, and Jim McMahan, MSS helps more than 40,000 of America's best mortgage loan originators with products and services designed to achieve success and grow their businesses.

Mortgage Success Source includes Mortgage Market Guide's daily market advice, alerts, and Certified Scripts for Success, LoanToolbox's marketing resources, including its automated marketing solutions, PlatinumPlus, and Mortgage Mastery University's best-of-breed sales training solutions.

LoanToolbox has joined forces with Mortgage Mastery University to present Mastery Business Plan, November 10 – 13, 2008, at The Mirage in Las Vegas, NV. Mastery Business Plan combines Todd Duncan's annual Sales Mastery event with LoanToolbox's highly acclaimed Business Plan conference to provide mortgage industry professionals with real answers and practical strategies to win in today's market. For more information, please see the event website at: [www.masterybusinessplan.com](http://www.masterybusinessplan.com).

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