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Cindy Ertman Joins the LoanToolbox Faculty

Passion and Persistence Propelled Her Career

WESTLAKE VILLAGE, CA — June 21, 2007 — Loan originator Cindy Ertman never shies away from a challenge, a trait that propelled her career.

When she first embarked on her journey in the mortgage industry, nearly two decades ago, her employer gave her a quota: She was tasked to originate 20 loans a month. Ertman said she did fairly well right out of the gate because she “worked darn hard” and refused to take “no” for an answer. When she contacted a top REALTOR® and he hung up on her, she drove to his office for a face-to-face conversation. And, he listened.

Persistence, consistency and confidence enabled Ertman to rise quickly to the top of her field, qualities that make her an asset at LoanToolbox, the mortgage industry’s leading provider of marketing and training solutions. Ertman has participated in LoanToolbox Business Plan seminars since their inception in 2005.

LoanToolbox proudly announces the appointment of Ertman to its ever-growing faculty of the nation’s top loan originators.

As a member of the LoanToolbox faculty, Ertman remains passionate about the field of mortgage loans. Even after spending 19 years in the industry her enthusiasm hasn’t waned, a factor that sustains her success. In fact, Mortgage Originator magazine ranked her in the Top 100 Loan Originators by volume for the last seven years.

As executive vice president for Platinum Capital Group in Manhattan Beach, California, Ertman manages that company’s sales force and serves on the leadership team. She values teamwork, and sets the highest of ethical standards for her team.

She shares her expertise with LoanToolbox members and encourages them to consistently maintain their high values. They find her enthusiasm contagious.

“Cindy is committed to continuing education and training and truly loves teaching,” said David Fournier, LoanToolbox chief executive officer. “She devotes time to supporting and educating other loan officers and takes great pride in helping other mortgage professionals expand and grow their businesses.”

“I would like to spend some more time giving back to the mortgage industry,” Ertman said. “I’ve had some key mentors in my career, thus providing me the opportunity to mentor other loan officers. This has been a very successful program and I am excited about expanding with LoanToolbox. “

Though she succeeded by being persistent, she reminds others in the field to respect the time of the folks they contact. When she places calls to business prospects, she asks for “five minutes” of their time, and acknowledges knowing they are “very busy. If you’re politely and professionally persistent, eventually they meet with you.”

“Experience, knowledge, integrity, dedication and the desire for excellence has kept Ms. Ertman at the top of her game,” Fournier said. “But it is the genuine compassion for people and the ability to build life relationships that makes Cindy an integral addition to the LoanToolbox faculty.”

LoanToolbox has a team of mortgage trainers available for public and private engagements. Contact Jen Kroo at jenk@loantoolbox.com or call 877-684-8665, Ext. 897 for more information about booking LoanToolbox faculty members for your next event.

About LoanToolbox

LoanToolbox, the leader in training and marketing solutions for the mortgage industry offers its members access to proven best practices, automated marketing and a community of over 10,000 loan originators who are referring loans and sharing ideas on a daily basis.

LoanToolbox also hosts one-day seminars and an annual four-day business planning conference geared to the meet the needs of mortgage originators intent on increasing their dollar volume. One-on-one mentoring is also available through its Maximum Acceleration™ coaching division. For private consultation, contact LoanToolbox at 877-684-8665, by email at sales@loantoolbox.com, or visit the web site at www.loantoolbox.com.

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