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LoanToolbox Adds Real Estate Loan Expert to its Esteemed Faculty

LoanToolbox, the mortgage industry's leading provider of innovative marketing and training solutions, announced today that it has named real estate loan dynamo and financial whiz, Sally Bucciero, to its growing faculty of the nation's top loan originators.

Westlake Village, CA (PRWEB) August 26, 2007 -- Real estate loan dynamo and financial whiz Sally Bucciero knows the importance of the bottom line, but she realizes that people count too.

Bucciero proves that business and compassion can work hand-in-hand. Her sharp business sense -- tempered by compassion for society's less fortunate -- is a trait that endeared her to LoanToolbox decision makers. Today, LoanToolbox, the mortgage industry's leading provider of marketing and training solutions, proudly announces the appointment of Bucciero to its growing faculty of the nation's top loan originators.

As a member of the LoanToolbox Speaking Faculty, Bucciero contributes a rich background not only in financial and real estate ventures, but also in public speaking engagements, networking strategies, sales and presentations.

"Sally's success has been recognized nationwide," said LoanToolbox Chief Executive Officer David Fournier. "Though she entered the mortgage loan field only four years ago, and initially struggled just to close three loans a month, in 2006 she flourished, funding 131 loans with a volume of \$16,021,035 in a challenging marketplace. Her passion for teaching and her genuine ability to inspire others form the foundation of her rewarding referral-based business."

Her "customer for life" business philosophy brings its share of rewards. That philosophy serves as a driving force behind Bucciero's enduring success. Since she entered the mortgage industry in July 2003, that approach helped establish her as a teacher, able to inspire other professionals.

"A strong and genuine belief in the 'customer for life' principle of doing business is what fuels me," Bucciero said. "Referrals from previous customers and local real estate professionals have always delivered the majority of my production."



Her passion for teaching and giving has enabled her to help realtors grow their businesses. She understands the basics required to achieve success in any career: hard work, a commitment to stellar service, and selfless dedication to the business relationships she cultivates.

At work, Bucciero utilizes the most advanced technology available to close loans quickly, keeping costs minimal, a bonus for clients and one reason for them to refer friends and acquaintances. She firmly believes loans must be affordable for anyone who wants to buy a home, a conviction that resulted from seeing too many families turned down. So she found a way to put people in their first home for less money than they can rent an apartment. That sets her apart from the masses.

"Sally loves people and reaches out to those that others may ignore," Fournier said. "This love for the less fortunate is what led her into the mortgage business. This has helped establish Sally as a rising star in the mortgage industry."

About LoanToolbox:

LoanToolbox is the leading provider of training and marketing solutions for the mortgage industry. Members have access to proven best practices, automated marketing and a community of more than 10,000 loan originators who are referring loans and sharing ideas on a daily basis.

Members of the LoanToolbox speaking faculty participate in various one-day seminars across the nation. One-on-one mentoring is also available through its Maximum Acceleration coaching division. In addition, LoanToolbox hosts an acclaimed annual four-day business planning conference geared to meet the needs of mortgage originators who want to increase their professionalism, efficiencies, and dollar volume. This year, Business Plan 2008 will be held in Las Vegas, October 14 - 18, 2007, at The Mirage Hotel. For more information, please visit the website: www.businessplan2008.com.

For more information on LoanToolbox, please contact the company toll free by phone at: 877-684-8665; or visit the website at www.loantoolbox.com.

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