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Rene F. Rodriguez Joins the Loan Toolbox Faculty *His Insightful Business Approach Raises the Bar*

WESTLAKE VILLAGE, CA — July 23, 2007 — Nothing seems unattainable in the world of Rene F. Rodriguez, chief creative officer for Volentum, a management consulting firm based in Minnesota, that specializes in sales system creations, sales training and change management.

Rodriguez, a gem in the business community, has been praised as an energetic and subtle speaker with a down-to-earth manner, someone who connects with his audience in a personal way that makes each listener feel like the only one in the room.

LoanToolbox, the mortgage industry's leading provider of marketing and training solutions, proudly announces today the appointment of Rodriguez to its growing Speakers Faculty.

Rodriguez brings a wealth of experience, including his background as former owner, chief executive officer and lead consultant of the Rapid Change Group, a consulting firm that trained more than 70,000 people. He also had served as chief learning officer and dean of the corporate university for a national mortgage bank.

His training methods and business tools and tactics received a "*Best Practice*" rating at two Fortune 500 companies, and made front page headlines at The Washington Post, U.S. Business Review, Upsize Magazine, the Star Tribune in Minneapolis among other publications.

His leadership skills are visionary.

"Mr. Rodriguez is a consummate leadership coach, (capable of) influencing from the front of the room," said David Fournier, chief executive officer at LoanToolbox. Fournier credited Rodriguez with engaging the audience and skillfully applying differentiation strategies to create "memorable presentations that build credibility and trust," essential dynamics that will benefit LoanToolbox members.

Credibility and trust are two traits that clients definitely seek when contemplating a business relationship.

Rodriguez applies the science of brain research studies along with his vast personal experience to the tough problems faced by companies today, in order to arrive at solutions. Salespeople find his techniques particularly useful, a system which improves business performance by raising awareness of the innate tendencies people have toward change. While some welcome change, others are more inclined to resist new and unfamiliar practices, a limitation they must overcome.

His methods enable companies to speed up change, yet reduce associated levels of stress among employees, thereby raising the bar for productivity and profitability.

The business scholar implements practical ways for individuals and groups to grow and renew themselves, allowing them to profit from recurring change.

He has achieved success where others have tried, but failed. His approach earned him the rank of trusted adviser to leadership and business teams at the Coca-Cola Company, DaimlerChrysler, Liz Claiborne Inc., and the Microsoft Corporation among others.

His reputation as a dynamic individual placed him in constant demand as a keynote speaker at conventions and annual events for organizations like the Black Coaches Association, the Presidents Network in Minnesota, the Minnesota Association of Mortgage Brokers and the Mortgage Bankers Association.

LoanToolbox is delighted to work with Rodriguez.

In turn, the business dynamo said, "I am thrilled to be included on the LoanToolbox faculty, and I am excited to share my knowledge and tools with its members."

Rene's mission is to lead the Resurgence of the Sales Professional. For more information about the LoanToolbox Speakers Faculty, please call Jen Kroo at 805-277-6897 or e-mail JenK@LoanToolbox.com for information.

About LoanToolbox

LoanToolbox leads the nation in providing training and marketing solutions for the mortgage industry. Members have access to proven best practices, automated marketing and a community of nearly 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 meet the needs of mortgage originators who want to increase their dollar volume. Members can take advantage of one-on-one mentoring, available through the company's Maximum Acceleration™ coaching division. For private consultation, contact LoanToolbox at 877-684-8665, by e-mail at sales@loantoolbox.com, or visit the website at www.loantoolbox.com.

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