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Tony Robbins to Give Opening Keynote Address at Business Plan 2007

LoanToolbox presents four-day conference for mortgage originators

WESTLAKE VILLAGE, CA , July 26, 2006 – Tony Robbins, one of the most dynamic business leaders in the world, will lead an all-star lineup at the Business Plan 2007 conference for mortgage originators to be held December 5-8, 2006 at the Mandalay Bay Resort and Casino, Las Vegas, NV.

Robbins is equipped and ready to motivate mortgage professionals to adjust to changing market trends and start fresh. Dubbed *The Father of Life Coaching*, he is a recognized authority on the psychology of leadership who has directly impacted the lives of nearly 50 million people in 80 countries.

"Loan originators need to re-think the way they do business," says conference co-host Tim Braheem, who is also the founder and CEO of LoanToolbox. "New market conditions call for more energy, fresh approaches, the courage and creativity to test new ideas, and the wisdom to stretch your mind."

Braheem and fellow co-host Greg Frost (widely known as *The Mortgage Industry's First Billion Dollar Man*) are established industry trainers, skilled at mentoring loan originators to channel inspiration to implementation; to achieve higher sales, increased profits, and greater personal and professional fulfillment.

The conference is all substance and content. Attendees will take home tested tips, and proven strategies, in the form of a workable business plan for the upcoming year. Each attendee will be able to begin implementing the plan immediately, with a clear outline of specific action items. No other industry event comes close to delivering this type of value, giving loan originators a concise roadmap for survival and offering a fresh start in today's uncertain market.

"If you don't have a plan, you'll leave with one you can put to work right away. If you already have a plan, the LoanToolbox team of coaches will show how to revamp and fine-tune that existing plan to deal with today's market conditions," says Braheem.

Business Plan 2007 is a no-fluff, roll-up-your-sleeves event designed for mortgage originators who are serious about increasing their production. The conference will feature best-selling authors, such as Robert Cialdini, PhD, acclaimed author of *Influence: Science and Practice*, and Benjamin Zander, Conductor of the Boston Philharmonic Orchestra and co-author of *The Art of Possibility*. Attendees will also glean knowledge from a team of top producing loan originators who are winning in today's difficult market. Over the course of four days, the all-star line-up will share their recipes for success with more than 2,000 attendees.

BUSINESS PLAN 2007

where all other events end...we keep going
dec 5 - 8, 2006 mandalay bay las vegas

Key topics include:

- How to beef up referral networks and keep leads flowing.
- How to create a foolproof system for selling.
- How to tap into the hidden triggers of persuasion.
- Discover the seven levels of The Pyramid of a Complete Loan Officer, and determine key areas for further development.
- How to leverage new financial tools and packages to increase closing ratios.

About LoanToolbox

LoanToolbox is the leading provider of training and marketing solutions for the mortgage loan industry. LoanToolbox's exclusive online community offers an Internet-based solution that combines interactive content aligned with the business needs and objectives of results-driven mortgage originators, loan officers and real estate financing consultants. The company also provides one-on-one coaching service for loan originators and hosts the wildly successful annual conference, Business Plan 2007. For more information on Business Plan 2007, go to www.businessplan2007.com, or call 87-SEMINAR-1 (877-364-6271). Additional information about LoanToolbox can be found on the Web at: www.loantoolbox.com.

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