



**FOR IMMEDIATE RELEASE**

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## **Mortgage Success Source Proudly Announces New Partnership With Primary Residential Mortgage, Inc.**

***Mortgage Success Source, the joint venture of Mortgage Market Guide, LoanToolbox, and The Duncan Group, forges strategic partnership with Primary Residential Mortgage, Inc. (PRMI), aimed at providing PRMI branches nationwide with superior training and marketing services designed to help retain clients and win more business.***

**Westlake Village, CA – May 15, 2008** – Mortgage Success Source (MSS), the nation's leading provider of products and services designed to help America's mortgage loan originators achieve success and grow their businesses, announced the formation of a strategic partnership with Primary Residential Mortgage, Inc. (PRMI), an independent originator of residential mortgage loans and a premier lender in the mortgage industry. Through this partnership, Mortgage Success Source will provide PRMI branches with the tools, training, up-to-the-minute information and advice to assist in developing increased loan origination.

"Our partnership with PRMI is representative of Mortgage Success Source's commitment to enhance the lives and livelihoods of mortgage professionals nationwide," says Barry Habib, Chairman of the Board of Mortgage Success Source. "MSS offers a stable of market-proven products that help originators generate new business and keep their competitive edge – exactly the tools PRMI branches were looking for in order to position themselves as mortgage authorities in their respective communities."

Mortgage Success Source leverages the talents of mortgage industry legends such as Barry Habib, Sue Woodard, Todd Duncan, Greg Frost, and Jim McMahan to bring mortgage professionals the resources and turnkey marketing solutions they need to not only take advantage of all the opportunities available in this challenging market but also take their businesses to the next level.

Under the terms of the partnership agreement, PRMI branches will have access to the following Mortgage Success Source products:

- Mortgage Market Guide – Includes daily market updates, instant re-pricing alerts, daily scripts, and real-time bond quotes.
- LoanToolbox– Proven systems, training and business planning tools for helping loan originators close more loans and make more money.
- LoanToolbox PlatinumPro Marketing – An automated marketing solution for loan originators that contains tested and proven tools to more effectively target consumers and referral partners.
- Training Conference Calls – Training calls every 6 weeks on a broad range of current topics featuring leading mortgage consultants.
- Mortgage Mastery University – The most advanced interactive training and testing content available for mortgage originators.
- Certified Scripts for Success – Jim McMahan's easy-to-understand and simple-to-implement scripts, charts and tools that educate originators on what to say.



## **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.

Mortgage Success Source will host Mastery Business Plan, November 10 – 13, 2008, at The Mirage in Las Vegas, NV. Combining Todd Duncan's annual Sales Mastery event with LoanToolbox's highly acclaimed Business Plan conference, Mastery Business Plan provides mortgage industry professionals with real answers and practical strategies to conquer and win in today's market. For more information, please visit: [www.masterybusinessplan.com](http://www.masterybusinessplan.com).

## **CONTACT INFORMATION**

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