



**FOR IMMEDIATE RELEASE**

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**LoanToolbox and PushMX Software  
Announce Product Availability**

***LoanToolbox, the nation's leading provider of training and marketing solutions for mortgage industry professionals, joins forces with PushMX Software to offer loan originators two combination content + software packages designed to increase the efficiency of client communication campaigns.***

**Westlake Village, CA – May 15, 2008** – LoanToolbox, one of three entities, including Mortgage Market Guide and The Duncan Group, that comprise 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 availability of a new product with PushMX Software, an innovative technology company dedicated to helping mortgage industry professionals manage everyday business life. With this new product, LoanToolbox and PushMX Software provide the best solution possible for loan originators to streamline their businesses.

"Our partnership with PushMX Software will transform the way today's successful loan originators do business," says David Fournier, CEO of LoanToolbox. "With LoanToolbox providing the content pre-configured into a PushMX Sales and PushMX Production packaged product, subscribers will not only get the resources they need to build and maintain a 100% referral-based loan origination business, but also increase the efficiency of their pipeline."

The PushMX Production and Sales and LoanToolbox packaged product combines a LoanToolbox core membership with PushMX Production and PushMX Sales subscriptions, pre-installed with LoanToolbox content using PushMX eWorkflow <sup>TM</sup> technology. A LoanToolbox core membership includes hundreds of ready-to-use turn-key marketing campaigns, proven strategies from top loan producers, tips for building a client and referral database, and an abundance of tools to help master the essentials of the mortgage industry. The PushMX Production and Sales subscriptions automate the workflow, enabling loan originators to focus on efficiency and opportunity. The loan origination team shares information through PushMX via a central system everyone can use. Installation and configuration, best practices training and technical support are included.

**ABOUT PUSHMX SOFTWARE**

As the mortgage division of Silicon Valley company Cloudbreak Software, Inc., PushMX Software delivers a unique collaborative workflow solution for all activities from lead prospecting and pipeline management to post-closing sales and marketing. PushMX offers industry best practices, lean process expertise and enabling technologies to help mortgage professionals execute more loans in less time with fewer resources.

For more information, visit [www.PushMX.com](http://www.PushMX.com), email [sales@pushmx.com](mailto:sales@pushmx.com) or call 877.9PUSHMX (877.978.7469).



## **ABOUT LOANTOOLBOX**

LoanToolbox ([www.loantoolbox.com](http://www.loantoolbox.com)) is the leading provider of training and marketing solutions for mortgage industry professionals. LoanToolbox members have access to proven best practices from the nation's top trainers that are easy to implement, along with hundreds of marketing tools to generate leads and increase loan volume. Fully-automated marketing systems are available through LoanToolbox's Platinum Plus and PlatinumPro Marketing products. Ongoing service includes monthly Q & A with the LoanToolbox faculty of experts, conference calls, and an active online community of more than 10,000 loan originators who share ideas on a daily basis.

For more information on LoanToolbox, please contact the company toll-free by phone at: 877.684.8665; by email at [sales@loantoolbox.com](mailto:sales@loantoolbox.com), or visit the website at [www.loantoolbox.com](http://www.loantoolbox.com)

## **ABOUT MORTGAGE SUCCESS SOURCE**

Mortgage Success Source (MSS) is the strategic alliance of Mortgage Market Guide, LoanToolbox and The Duncan Group. Featuring the talents of industry leaders Barry Habib, Sue Woodard, Greg Frost, Todd Duncan, and Jim McMahan, MSS provides money-making training and resources to more than 40,000 loan originators nationwide. MSS is the one-stop-shop for loan originators looking to achieve higher levels of success. All MSS products and technologies feature proven systems that are easy to implement and generate increased loan volume.

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).

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