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LoanToolbox Launches Automated Co-op Marketing Solution for Mortgage Originators and Their Referral Partners

New online interface empowers loan officers to brand themselves as the preferred lender and market to strategic partner databases

WESTLAKE VILLAGE, CA — December 6, 2006 — LoanToolbox, the mortgage industry's leading provider of marketing and training solutions, announced at Business Plan 2007 the release of a new automated marketing system, *Platinum Partners*. This web-based technology provides loan originators with a turn-key solution to co-op marketing with their referral partners.

This technology is available to LoanToolbox Platinum Plus members, who are now able to purchase individual subscriptions to *Platinum Partners*, and create effective co-op marketing campaigns with selected referral partners, such as Real Estate Agents, Financial Planners, Insurance Agents and other business professionals.

Platinum Partners allows the referral partner to load their own database of clients into a secure online interface. At the click of a mouse, co-branded marketing materials are generated and distributed, branding the name, logo and image of both the loan originator and the selected referral partner.

The system provides immediate benefits to both parties. The participating referral partner has access to professionally written marketing materials at a very low cost, which are appealing to all demographics. While the referral partner's database remains private, the loan originator benefits by being branded as the "lender of choice" to an entirely new database of potential clients.

According to LoanToolbox member Amy Costa, this product has made a significant difference in her ability to forge solid relationships with her referral partners. Amy revealed, "Being able to solidify my Realtor® relationships by offering something that's so easy, looks great and is automatically handled for us each month is awesome! My Realtor® and I have been talking about doing co-branded marketing for years, but we just couldn't find anything that was streamlined enough for us to utilize."

To ensure RESPA compliance, the system includes an invoice generator that makes it easy for the loan originator to conform to industry regulations associated with co-op marketing.

All marketing collateral generated through this system includes the name, logo, and contact information for both the participating referral partner and the loan originator. The most popular components of the LoanToolbox Platinum Plus automated marketing system are included in *Platinum Partners*:

- **Email campaigns** with high-quality content that make it easy to stay in touch with past clients.

- **YOU Magazine**, a monthly media-rich electronic publication, including audio, video and professionally written articles.
- **Timely marketing collateral** such as market alerts, holiday postcards and success stories.
- **Consumer booklets** on relevant topics such as Credit Scoring, First Time Home Buyers, Reverse Mortgages, For Sale by Owner tips, and more!

"*Platinum Partners* will fundamentally change the way loan originators expand their prospect databases," says LoanToolbox founder and CEO, Tim Braheem. "This automated system empowers loan originators to be the center of influence in their marketplace, by providing effective and timely marketing solutions to help their referral partners stay in touch with past clients and prospects. At the same time, the loan originator is branded as the preferred lender to each of their selected referral partners' databases."

Platinum Partners also includes key tracking and report metrics for the referral partner's email campaigns; simply put, they can see who is reading and responding to what materials. Additionally, specific campaigns can be directed to targeted subsets, or groups, within the database.

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 over 9,000 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 the meet the needs of mortgage originators who want to increase their dollar volume. One-on-one mentoring is also available through its Maximum Acceleration™ coaching division. For private consultation, contact LoanToolbox at 877-684-8665, by email at sales@loantoolbox.com, or visit the website at www.loantoolbox.com.

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ADDITIONAL REFERENCES:

Business Plan 2007 Conference:
www.businessplan2007.com

Maximum Acceleration, An LTB Coaching Company
www.max-accel.com