

FOR IMMEDIATE RELEASE**Media Contact:**

Torry Burdick - SVP, Marketing
Mortgage Success Source
torryb@ucg.com
(805) 277-6863

Marketing Superstars to be Announced at Mastery Business Plan Conference for Loan Originators

Winners of this year's Marketing with the Stars contest for top-producing loan originators will showcase their successful ideas and strategies at Mastery Business Plan conference, November 10-13, 2008, in Las Vegas.

Westlake Village, CA October 30, 2008 – Mortgage Success Source, LLC, the strategic alliance of the combined entities of The Mortgage Market Guide, LoanToolbox and The Duncan Group, announce the Mastery Business Plan (MBP) Marketing with the Stars contest winners.

One of the many highlights for the Mastery Business Plan is showcasing the creative and inventive mortgage loan originators of the industry. A contest, Marketing with the Stars, was held to select the best marketing concepts in the mortgage industry.

"With an amazing response, we received hundreds of entries from mortgage loan originators all over the country", said Sue Woodard, President of Content & Publishing for Mortgage Success Source. "It was difficult for our judges to pick only five winners, who were chosen for their marketing ideas and solutions that really worked to bring in the most business for them this year."

This year's marketing superstar winners include loan originators from the following companies:

- Mason Dixon Funding, Rockville, MD
- Supreme Lending, Cedar Park, TX
- Sovereign Bank, Villanova, PA
- AmeriChoice Home Loans of Richland, WA, a branch office of Seattle Mortgage
- Diversified Capital Funding, Pleasanton, CA

Special guest presentations scheduled at Mastery Business Plan include *Shift: The 12 Tactics for Success in Any Market* with Gary Keller; *Just Do It!* with Kevin Carroll; Keynote Address with Benjamin Zander, Conductor, Boston Philharmonic; and *Action is a Choice* with Andy Andrews.

There is still time to register for this event. For more information about the mortgage industry's largest and most authoritative teaching and training event, or to register, please visit <http://www.masterybusinessplan.com>.

ABOUT MASTERY BUSINESS PLAN

Mastery Business Plan is the one must-attend event for loan officers who want to reach and maintain top-producer status. An all-star industry line up of top originators and mortgage trainers, led by conference Host, Barry Habib, Chairman of the Board of Mortgage Success Source (MSS), and Master of Ceremonies, Todd Duncan, MSS President and Chief Learning Officer, covers everything from mortgage industry essentials to selling, marketing, and team building.

Mastery Business Plan is the only mortgage industry event where attendees walk away with a step-by-step business plan for achieving success in the next twelve months.

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.

CONTACT INFORMATION

Torry Burdick – SVP, Marketing
Mortgage Success Source
(805) 277-6863