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Loan Originators Learn How to Succeed in Today's Mortgage Industry at Mastery Business Plan Conference, November 10 -13, 2008, Las Vegas

Mastery Business Plan combines two of the mortgage industry's most powerful yearly events to provide loan originators with real answers and practical strategies to conquer and win in today's volatile market. Attendees take home insight, resources and tips from mortgage industry experts, including Barry Habib, Todd Duncan, Greg Frost, Sue Woodard, and Jim McMahan.

Westlake Village, CA September 5, 2008 – Mortgage Success Source, LLC, the strategic alliance of the combined entities of Mortgage Market Guide, LoanToolbox and Mortgage Mastery University, presents the most valuable learning forum of the year for mortgage industry professionals, November 10–13, 2008, at The Mirage in Las Vegas.

Mastery Business Plan is the one must-attend event for loan originators 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 12 months.

"The impact of Mastery Business Plan lasts long after the lights go down on stage," says Barry Habib, event Host and Chairman of Mortgage Success Source. "It's the only event for mortgage industry professionals that lets attendees walk away with a customized business plan that gives them a roadmap for the next 12 months. We designed the conference to specifically address the complexities and challenges of a changing market, and provide practical strategies for helping loan originators reach new heights and successes in the year to come."

Mastery Business Plan combines Todd Duncan's annual Sales Mastery event with LoanToolbox's yearly Business Plan conference, to bring mortgage industry professionals practical strategies and breakthrough techniques to generate new business. Four days of power-packed informational sessions, hands-on workshops, live and real-time market updates, and intensive training address the issues that matter most to loan professionals today. Topics to be covered by the most progressive thinkers in the mortgage industry include database marketing, scripting, government lending, and personal productivity. Inspirational keynote speakers include acclaimed musician Benjamin Zander, a renowned expert in the fields of leadership and innovation, Kevin Carrol, "the Katalyst" from his days motivating colleagues at Nike, and Gary Keller, one of the most successful entrepreneurs in the real estate and mortgage space and founder of real estate company Keller Williams.

Though a record number of registrants are scheduled to attend Mastery Business Plan this year, there's still room for more and plenty of time to register. A discount hotel rate offered for the event at The Mirage, Las Vegas, expires October 8. For more information about the mortgage industry's largest and most authoritative teaching and training events, or to register, please visit <http://www.masterybusinessplan.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.

CONTACT INFORMATION

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