



Planning for Success

Achieving Success in a Changing and Volatile Market



- Married 16 years and Father of 4
- 25 Years Industry Experience
- 15 Year Industry Speaker, Trainer and Consultant
- Executive Committee for MBA's Alt-A and Non-Prime Council and Education Committee
- Trained over 250,000 Individuals and 140 Lenders through CreativEquity® and Mortgage Champions®
- Serves on Gen. Alexander Haig's TATE Board
- Founded **MORTGAGE MI POWERED™** Consumer Education in 2007
- Writing book for consumers with Northfield Publishing (Release January, 2009)
- Written multiple articles in major publications
- Founded Mortgage Professionals Providing Hope®



Mortgage
Professionals
Providing Hope

MPPHI

- 1. Market Trends: Vast Opportunities**
- 2. Lending: Back to “Traditional Market”**
- 3. Products: Diverse and Market Specific**
- 4. Operations: Streamline Approach**
- 5. Staffing and Compensation: Rebuilding Model**
- 6. Marketing: Excellence at Staple Methods**
- 7. Sales : Value-Based Approach**

Vast Opportunity!

1. **Everything has changed, except our product!**
2. **U.S. economy depends on mortgage lending**
3. **Homeownership is still the American Dream**
4. **There are still plenty of qualified borrowers**
5. **Competition is the least it's ever been**

Moving back to “Traditional Market”

- 1. Equity must be primary consideration**
- 2. Don’t waste time on “no-deals”**
 - Primary Target 650+ FICO’s**
 - Target 80% - LTV’s**
 - Full Documentation**

Diverse and Market Specific

1. **Fixed Rate Fixed Term Focus (all)**
2. **Government Programs (Resets and Non-prime)**
3. **Conventional (Cash-out and Streamline Refis)**
4. **Purchases (New and Foreclosure)**
5. **Reverse Mortgages (Baby-boomers)**
6. **HELOC's and 2nd Mortgages (Stable Low Rate)**

Streamline Approach

- 1. Central or Regional Operations**
- 2. Outsource Opportunities**
- 3. Product and Market Specialization**

Rebuilding Model

1. Evaluate Existing Personnel
2. Recruit Inexperienced Sales and Experienced Management
3. Build a Bench
4. Move to Tiered Compensation based on Production

Traditional Methodology

1. Targeted Approach
2. “Staple” marketing Methods
 - Repeat and Retention Business
 - Networking and Referrals
 - Cancellations
 - Telemarketing and Direct Mail
 - Internet

Value-Based Approach

1. **Credibility first!**
2. **Sell value (benefits) – not rate!**
3. **Customer-centric Partner Mentality**
4. **Focus on Short *and* Long-term Solutions**

We Can Make a Difference!

- 1. Make Integrity Your First Priority!**
- 2. Be a Life-changing Company!**
- 3. Get back to Basics!**
- 4. Cut Out the Fat!**
- 5. Don't Lose Heart!**

Thank You!

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