

# Marketing Mortgage Products to Realtors and Attorneys

## about the seminar...

Marketing to Real Estate Agents and Attorneys is a great way of establishing a constant source of referral business. But it also requires a great deal of knowledge and skill to make an impact in a crowded marketplace. This half-day seminar comes just in time to help you with the spring market! **Topics to be covered include:**

- Understanding the Market/Competition
- Selecting your Target Market
- Branding Your Mortgage Products
- Marketing to Real Estate Agents and Realtors
- Marketing to Closing Attorneys
- The Spheres of Influence
- Effective Networking
- Getting Past the Receptionist
- "Wave" Marketing
- Marketing to "For Sale by Owner" Homeowners



## who should attend...

This seminar is designed for mortgage originators and loan officers. **Please route to appropriate person(s).**

## your seminar leader...

**J.T. Turner** has been involved in mortgage banking for over 20 years, and currently serves as a private consultant for banks in the areas of underwriting, automation, management and training. J.T. has also been involved in training people for over 17 years. A member of the National Speakers Association and the Franklin Speakers Bureau, J.T. delivers a variety of seminars, including PRESENTATION SKILLS, BASIC AND ADVANCED UNDERWRITING, NEGOTIATING SKILLS, SELLING SKILLS, and THE 5 PRINCIPLES OF MANAGEMENT (based on Sun Tzu's Art of War).

## to register...

Please complete the registration form found on the reverse side. The seminar fee is \$145.00 per participant. Please fax or mail the registration form to us no later than Wednesday, March 5, 2008. Price includes reference materials and refreshments.

## where and when...

This fast-paced half-day workshop will be held at the **Publick House, Route 131, Sturbridge, MA**, on **Tuesday, March 11, 2008**, from **9:00 am - 12 noon**. Coffee and danish will be served at 8:30 a.m.

**Group Discounts Are Available.  
Call Today!**

**Center for Financial Training**  
800-795-5242  
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Visit [www.cftatlantic.org](http://www.cftatlantic.org) for a complete seminar schedule.