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MORTGAGE DAILY NEWS

AN INDEPENDENT PUBLICATION NOT AFFILIATED WITH NAMB

Monday, June 23, 2008

Oser Communications Group

Indianapolis

DOMINATE ALL THE PROSPECTS IN YOUR MARKET WITH NEIGHBORHOOD MARKETING

Jorge Villar, *President of Response Mail Express*, defines neighborhood marketing and responds to his company being called a 'mail house.'

MDN: Jorge, before we get into the details of neighborhood marketing, can you tell us a bit about yourself?

JV: Sure! I was born in Mexico City and moved to the United States as a young man when my father, who was a professional Jai Lai player, was competing at a Fronton in Miami. Being from Mexico, I have a unique perspective on marketing and lead generation that has been a key part of RME's success.

MDN: You are President of Response Mail Express, and you're often quoted about how RME is a marketing company

and not a 'mail house.' Can you elaborate on that?

JV: Simply put, RME is laser-focused on generating highly qualified prospects for our clients. We don't just sell mail services—anyone can do that. We work tirelessly to hone and perfect each direct marketing campaign using proven, tested and effective lead generation programs. We're a \$100 million company with more than 165 employees and we've conducted more than 140,000 direct mail promotions—we've got the data, feedback and information that put us in a unique position to drive response.



Continued on Page 4

INFORMA RESEARCH HELPS CONSUMERS SEARCH MORTGAGE LENDING OPTIONS ONLINE

Arthur Shaboul, *Manager of Loan Products at Informa Research Services, Inc.*, gives companies a chance to advertise to consumers actively searching for mortgage loans online.

MDN: Tell our readers a little about Informa Research Services. How do you help mortgage lenders and brokers?

AS: Informa is a full service market research company that specializes in the financial services industry. Specifically for your readers, we provide competitive interest rate analysis.

MDN: Do you have anything new and exciting to offer mortgage lenders and brokers?

AS: Your readers are probably already aware that their potential customers are now

going online more than ever and in huge numbers to look for the best rates. Informa can help lenders and brokers reach these prospective borrowers through a better way to advertise.

MDN: Advertising to borrowers? How does that work coming from a research company?

AS: Informa's competitive data drives the mortgage rate tables on more than a dozen of the Internet's top consumer-focused Web sites including MSN.com, Yahoo! Real Estate and Equifax.com. We enable lenders and brokers to advertise



Continued on Page 4

TRUTH REVEALED BY MCC EXPERTS FOR SMARTER COMMERCIAL PROPERTY FINANCING

Right now is the perfect time to purchase commercial property, no matter what all the major news outlets would have us believe. The sky isn't falling. Actually, interest rates are the lowest they have been in years and commercial property values have stabilized (or even decreased) while commercial rent rates are rising. All of this tells us that owning property right now is a very rewarding decision for any business owner.

Mercantile Commercial Capital (MCC) specializes in helping owners of small and mid-size businesses purchase their commercial property with smarter financing. The team of experts at MCC has worked with borrowers across the country, providing up to 90 percent loan-to-cost financing along with below-market, fixed interest rates and longer terms than most banks offer (up to 30 years).

While most banks and ordinary

commercial lenders provide financing for a percentage of the purchase price or the appraised value of a property (whichever is less), MCC's SmartChoice™ commercial loan finances up to 90 percent of the total project cost (including the purchase price, construction/renovations, FF&E, soft costs and closing costs). The fact that borrowers can put down as little as 10 percent, as opposed to the 15 to 20 percent that ordinary lenders require, has borrowers and mortgage professionals buzzing about this amazing financing product nationwide. MCC's clients are able to save more of their capital and maintain stronger cash flows so they can grow their businesses much quicker. This means that mortgage brokers who work with MCC are finding that they

Continued on Page 4

FHA LOAN PRODUCTS PROVIDE A LIFELINE FOR BROKERS WITH QUALITY CONTROL PROGRAM

By **Tom McDonough**, *National Business Development Manager for TenA Companies, Inc.*

Low down payments and higher loan limits make FHA mortgage loans very attractive today. In recent months, many brokers have become FHA Supervised Loan Correspondents, which allows them to include FHA loans in their product mix. Obtaining such a designation requires that the broker have a Mortgage Quality Control program in place. Mortgage QC has three primary components that a broker must deal with: a written quality control plan, an audit process to continually review all FHA loan production functions and a follow-up process.

Quality Control Plan

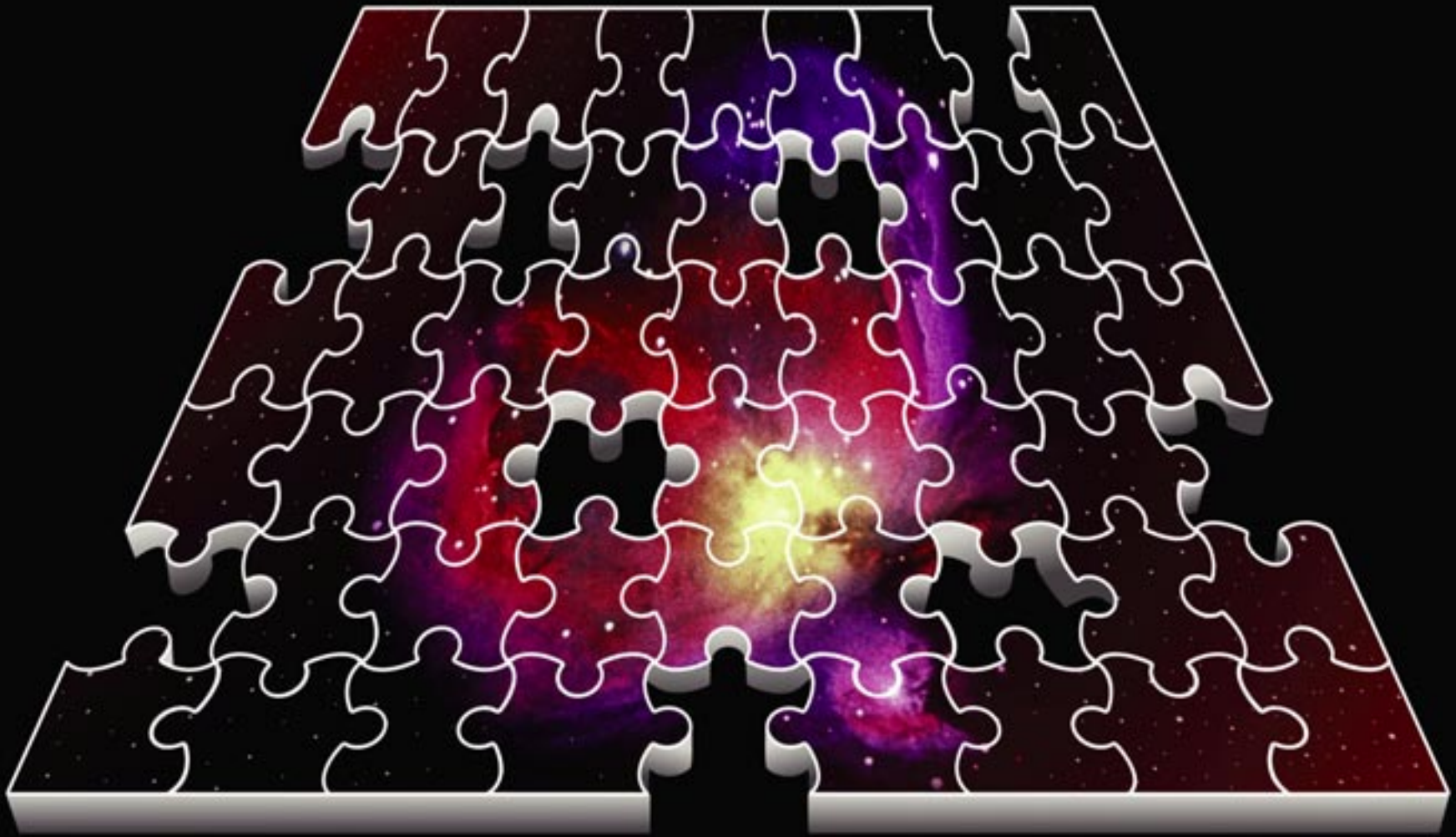
A lender's application for HUD approval must include a written QC Plan outlining

how QC audits will be conducted on its FHA loan production. HUD's requirements for a QC Plan are found in Chapter 7 of the HUD Mortgagee Approval Handbook (4060.1). The handbook lists dozens of requirements for a QC plan; three of the primary ones are: random selection criteria (at least 10 percent of all closed FHA loans and 10 percent of all FHA cancelled/rejected applications), audit frequency (at least monthly if FHA loan volume is 15 or more loans per month; if volume is lower, audits may be conducted quarterly) and audit autonomy (the auditor function must be completely separated from all loan origination and/or



Continued on Page 4

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FACT: The Residential Market is CRUMBLING all around you. So what are YOU doing different to stay on top?

There IS a solution...

How the Best-Kept Secret in the COMMERCIAL Mortgage Industry can at least TRIPLE Your Commissions...

Everything that's happening right now in the mortgage industry should lead you to one question: **What am I going to do different to be successful in today's market?**

Unlike others, we're offering you a "true partnership" where we share Real Secrets and Strategies that have resulted in our tremendously-fast Success. We do the work for you and YOU earn the best commissions available in the business, at levels everyone else will "accuse you of lying about." Our foolproof Systems and proven Business Model are easy to understand and implement -- a perfect "add-on" to give you that "slight edge."

Having the lowest rates, the fastest underwriting and providing the best service IS NOT the secret to getting tons of business

Brokers are Leaving the Industry in Droves Because They Are Tired, Frustrated, Burned-Out and NOT MAKING ANY MONEY!

This isn't exactly a new trend, but things have gone from BAD to WORSE over the last several months.

If you have to start from scratch each month... live commission check to commission check... always worrying

Our Program offers the HIGHEST commission split in the commercial mortgage industry. Here's a sample of what you're missing out on if you don't investigate further. . .

Supermarket \$2.7 million Acquisition	Total Fees Earned: \$99,806.50
Dunkin' Donuts Franchise \$1.7 million Construction	Total Fees Earned: \$97,154.42
Doctor's Office \$1.9 million Construction	Total Fees Earned: \$92,288.10
Fitness Club \$2.4 million Construction	Total Fees Earned: \$115,088.33
Roofing Company \$2.2 million Construction	Total Fees Earned: \$62,085.50

"This is a proven, easy, repetitive way YOU can make HALF of the **\$57,670.05 per-loan-average*** we make on COMMERCIAL Loans when you're the only one in your area able to do it... PLUS a proven, done-for-you Marketing System and Exclusive Coaching that will assure your success... even if you've never originated a Commercial Loan before in your life -- **GUARANTEED!**"

* Cumulative loan yields from February 2003 - March 2008

(though it helps). Your competitors (banks and other brokers) are getting plenty of business even though their products and services aren't as terrific as yours because *it's all about Marketing*. Doing great technical work only helps once you get a Client, **but you can't get a Client without marketing your business.**

In 2007, 97.39% percent of our closed loans CAME TO US "on a silver platter" exclusively through our tried-and-true marketing efforts. We do NO prospecting, cold-calling or door-knocking. We DON'T try to convert leads into appointments using some high-pressure phone "sales-script." We DON'T chase borrowers... **they line up for us.** In fact, our systems helped us grow 951% over the span of 3 years and right onto the 2007 *Inc. 500* list of America's fastest-growing companies.

Here's the Truth: You can have the "cloned version" of everything we do and have the same locked-in, stable stream of income from Highly Qualified Prospects who are attracted, pre-sold and lined-up-to-do-business-with-YOU.

You can STOP brokering the WRONG loans the HARD WAY to the WRONG LENDERS only to make CHUMP CHANGE. The bottom line:

There IS a better way!

about where the next deal is going to come from and IF you can actually place it and get it funded... so you can get paid... you're doing things the HARD way -- the OLD way.

Probably 15% to 30% of the time, typical brokers don't get paid at all... which is another reason why they eventually leave the business. These days, as you know, residential mortgages are getting tougher and tougher to place and fund.

However, **IT'S NOT YOUR FAULT!** That's just the Ordinary way of mortgage brokering, and most folks don't know how to do it differently. But it only produces Mediocre Results (at best). Most brokers operating that way are currently DEAD-in-the-water. **If you don't have a steady stream of deals coming in, you don't have a business... you have a job with no guarantee of a paycheck -- the worst kind of job!**

You must put an end to "roller-coaster" income. Replace anxiety with certainty. You must regain control of your time and your life. You really ought to minimize your residential business and join the booming commercial mortgage business. How long do you think it will take to "ride out" what's going on all around you?

Many People Talk About This, But Most Brokers Shrug it off as Hopeless.

"It's all done for you in the System, and the System has been proven to work. It would cost me over \$100,000 a year to do the marketing I'm doing right now through the ACE Program. The Systems and the people in place are just absolutely tremendous."
- KEN SCHRAUBEN, Sure Financial
ACE Correspondent

Talk is Cheap -- BUT THIS IS NOT A SILLY PIPE DREAM!

Given the state of the industry (and the recent subprime fallout), the timing couldn't be any better for you to establish and/or expand your commercial loan brokering capabilities. BUT, you must work with a lender that has more than just better products and a more-lucrative business model (though we have those, too). **You need to work with one that understands marketing better than your competitors, has a Proven System and does it Smarter to deliver the results you need.** Otherwise, you'll simply trade one type of hell for another. Then you'll settle for mediocrity OR leave the industry altogether when something better comes along. **You've spent too much time, energy and effort to let that happen now, so...**

Only 10 Spots Available for our June 27th ACE Summit!

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CALYX RELEASES WORKFLOW TOOLS, COMPLIANCE UPDATES & ADDITIONS TO NETWORK

Calyx Software®, the mortgage industry's leading provider of loan origination and processing software, announces the release of Point® and Point Data Server® versions 6.1. The latest version of the Point application includes a new loan status checklist that enables users to manage their workflow. Initial disclosure, closing documents and hazard insurance categories have also been integrated into the Calyx network.

Point version 6.1 provides a number of new capabilities to streamline the loan process. Users can track the current status of a loan and manage their daily

workflow by accessing a loan checklist viewable on every screen in Point, displaying the status of all incoming and outgoing loan documents. The banker screens in 6.1 have also been reorganized to support user's daily workflow more effectively and new fields have been added for clarity in documentation tracking and reporting. Point marketing tools have been expanded, enabling users to easily create personalized letters, newsletters, promotional e-mails and mailing labels.

Additionally, initial disclosures,

closing documents and hazard insurance categories have been directly embedded into 6.1. Working within Point, users can now order all needed forms from a document provider. Users can easily print and send disclosures directly to the borrower in a timely fashion. With the new closing document platform, data can be entered into the system to generate reports within minutes of placing the order.

Point Data Server software enables all of an organization's employees to access centralized loan files and templates with exceptional speed and security, no matter where they work. Point Data Server 6.1 includes a new automatic file synchronization capability, ensuring loan files reside on the central server rather than on an individual's computer.

For more information, call 800-362-2599 or visit www.calyxsoftware.com.

Informa Research Services (Con't. from p. 1)

their products and rates on these tables in their licensed states. In short, we help them reach those consumers actively searching for mortgage loans.

MDN: How does that work?

AS: We work with a new client to build an advertising campaign that meets their needs. Our programs are very flexible, allowing our client to customize the campaign to maximize returns. Getting started is simple and fast. We have no set-up fees or programming charges.

MDN: How much does it cost to advertise?

AS: Informa offers cost-per-click and

pay-per-call pricing programs. We have some clients that start their campaign with as little as \$250. The best part is that our clients don't pay for placement, but only pay when a consumer responds to their advertising. We have safeguards in place to ensure the quality of the advertising and to prevent fraudulent activity.

MDN: How does the client know what sort of activity they are getting?

AS: Our clients receive access to our online client management system. They can update rates, manage advertising budgets and view traffic reports 24 hours a day, seven days a week.

MDN: That sounds like a pretty remarkable program.

AS: It is. We are so convinced that new clients will get their desired return on investment that we don't require a long term agreement. Our clients keep renewing because they love the results.

MDN: Is there anything else you would like to say to our readers?

AS: Just that we understand that these are challenging times, and Informa Research Services can help. We are the premier provider of competitive data to the financial industry. We help lenders and brokers compete more effectively, make better decisions and most importantly, make a profit. Our earned reputation for extreme accuracy and enthusiastic customer service keep lenders and brokers renewing our services year after year.

McDonough (Con't. from p. 1)

underwriting functions.) A QC plan can be developed internally but the quickest and often least expensive method is to obtain a pre-written plan from a knowledgeable QC audit vendor.

The Audit Process

FHA lenders must continually fulfill the requirements outlined in their QC Plan; the QC audit itself must cover all aspects of the lending process including the origination,

processing, appraising, underwriting and closing functions. The audit may be performed in-house provided that the auditors are completely independent from the entire loan production process. Since this is difficult to achieve in many lending operations, brokers frequently elect to outsource the QC audit function to a quality control vendor. Outsourcing is a cost effective option that ensures an independent review.

Since the lender is ultimately responsible for any third-party work, if using a QC vendor, make certain you are

comfortable with the quality of work. Check how long the firm has been in business, obtain references, review sample reports and select a vendor that provides free support assistance pertaining to guidelines, statutes and regulations.

Follow-Up

A frequently overlooked QC function is follow-up. Although a vendor can offer advice in setting up this function, follow-up must be performed by the lender. Follow-up means conducting training

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Response Mail Express (Con't. from p. 1)

MDN: Ok, that's a good lead into your neighborhood marketing concept. What's that all about?

JV: It's more a philosophy than a concept. We've perfected 'neighborhood marketing' to establish you as *the source* for your product or service in your backyard!

Twenty-plus years of direct marketing has shown that most sales professionals we work with will make 98 percent of their income from prospects who live

within a seven- to 12-mile radius of their home or office. That 'neighborhood' usually has 6,000 to 10,000 prospects that need their product or service, but we have discovered that you need an effective mix of lead generation programs to give the prospect the ability to respond to your offer on their terms.

MDN: What do you mean by 'their terms'?

JV: Well, we've found the most effective programs for neighborhood marketing are: Dinner Seminars; Concierge Consultation, where prospects meet

one-on-one at a dinner meeting; Fat Wallet direct mail product and our Personal Audio Book product.

You see, each of these programs give the prospect a way to respond to your offer in a way that's most comfortable and convenient for them. Most sales professionals want to 'sell' on their terms, when we know that a prospect will buy when *they* are ready.

MDN: So, you have thousands of prospects in a given neighborhood and four programs that work, is that it?

and/or making procedural changes to preclude a reoccurrence of the errors identified during the previous QC audit. Make certain all audit results and follow-up endeavors are retained then when the inevitable HUD auditor reviews your lending processes, those records will document compliance with FHA's QC requirements.

Although FHA requires Quality Control, it is also a "best business practice." Properly structured, quality control pays for itself through reduced losses and increased efficiencies.

JV: Absolutely not! The key to the whole philosophy is to use these four programs together to stay in front of those prospects every month of the year. I mean, no one puts a billboard up for only one day or runs one TV or radio commercial. Why? Because marketing has to be viewed as a perpetual machine—be there consistently and you'll dominate your market and exceed every personal, professional and financial goal you have.

For more information, visit www.responsemail.com.

MCC (Con't. from p. 1)

have happier clients who can afford more property more quickly.

Beyond simply providing smarter financing for commercial property, MCC

has developed their ACE program to help give an exclusive group of mortgage professionals an edge on their competition. MCC's ACE correspondents get the benefit of proven marketing systems, unmatched back-office expertise and

increased commission splits (three times what ordinary commercial brokers make).

Complete information on MCC's ACE Program can be found at www.ace-report.com. All interested mortgage professionals are encouraged

to visit this Web site and get more information about the next ACE Summit, which will be held June 27.

For more information, email info@mercantilecc.com, call 866-622-4504 or visit www.thesmartchoiceloan.com.

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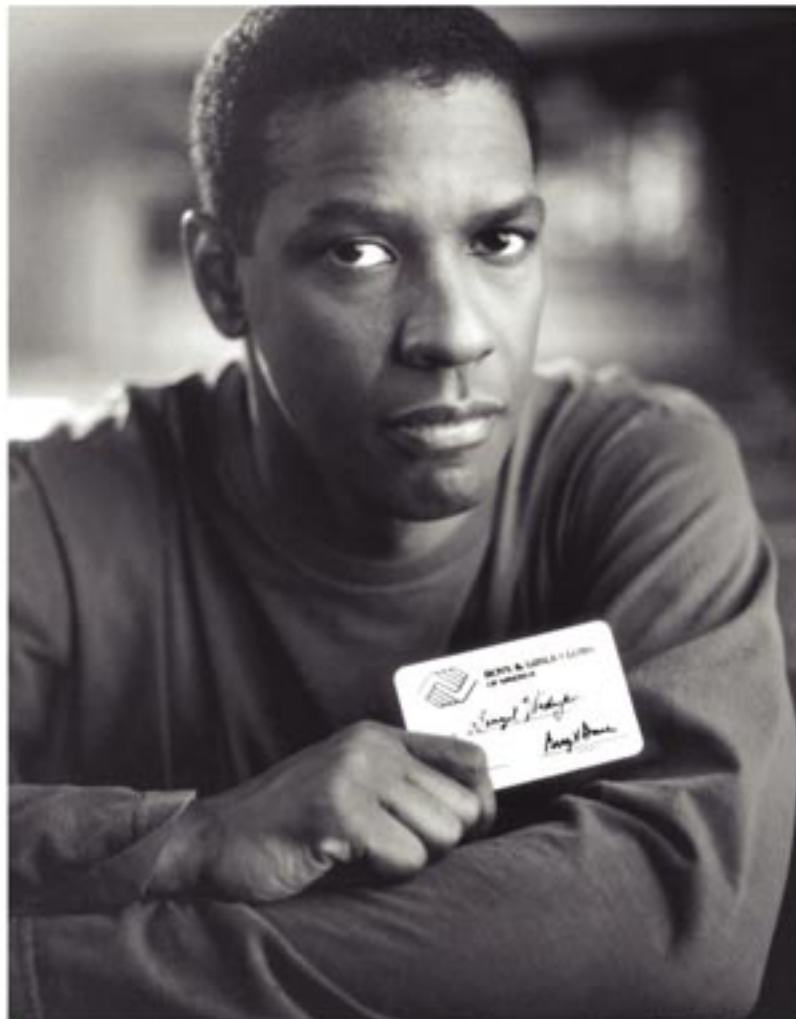
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Our pricing models increase your advertising ROI. You are charged only when a consumer responds to your advertising. You get access to our exclusive online management tool that reports your traffic and allows you to control your budget; select the websites where your advertising appears, choose the products, and make changes to your plan - 24 hours a day, 7 days a week.

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