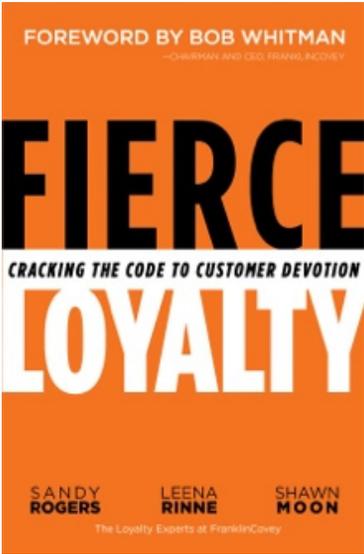


Thursday, April 4, 2019

8:30 am	Registration, coffee and networking
9:25 am	Opening remarks from Kimberly Greene Banks, Editor of Power Originator and our Platinum Sponsor, Raymond Eshaghian of GreenBox Loans
9:30 am	<p><b>KEYNOTE: Fierce Loyalty, Cracking the Code to Customer Devotion</b></p>  <p>Loyalty is built one great experience at a time and the difference between a good and a great experience often comes down to how customers feel about their interactions with us. That experience is certainly influenced by our products and services, policies and procedures, and the technology we deploy to make it easier for customers to work with us. Especially in the mortgage industry, the actions of our people on the front line are paramount to delivering the emotional experience that is essential to earning fierce customer loyalty and the longtime value of a borrower.</p> <p><b>Shawn's presentation will address how to optimize your business and not lose customers to your competition.</b> It gets to the heart of the challenge every organization faces—inspiring people on the frontline and at every level to behave in ways that result in customers feeling their experience is one of the best they've ever had. With transactions lower than the previous year, you can't lose your current customers. Shawn will explain the three core loyalty principles – empathy, responsibility, and generosity – which are essential to earning the fierce loyalty and devotion of our employees, customers, and important people in our lives. He will also share a proven process – the Loyalty Huddles – to help inspire loyalty building behaviors in every interaction with others.</p> <p><b>Shawn Moon</b>, Co-Author of Fierce Loyalty: Cracking the Code to Customer Devotion, and Senior Consultant, FranklinCovey</p>

10:15 am

## Expand your product offerings with fix & flip and investor loans

Flipping homes is not a fad, and increasing demand for these products makes this a lucrative opportunity. Learn how to find the best prospects, educate your current borrowers, find hidden gems in your market, and become a valuable asset to both first time investors and seasoned professionals alike. You'll learn that the fix & flip market is a growing opportunity that you don't want to miss out on.

- What you need to know about fix & flip and investor loans
- The demand is there – how do you capitalize on the interest?
- How can these loans connect you with new realtors?

**Jeffrey Tesch**, Managing Director, RCN Capital

**Mark Burch**, Business Development Manager, Temple View Capital

**Robert Greenberg**, Chief Marketing Officer, Patch of Land

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11:00 am

## Morning coffee break

11:15 am

## Got Leads? Grow your pipeline with leads that are ready to act

Whether you are looking for ways to generate new leads or ignite your current database, you will leave this session knowing how to get eager borrowers in your pipeline, leading to higher conversion rates and closed loan volume.

- What steps can you take to expand your pipeline and acquire new leads?
- How to re-engage your dormant database and create new opportunities
- Automation and marketing tips that will help you manage your leads

**Raymond Bartreau**, Founder/SVP Mortgage Partnerships, Best Rate Referrals

**Alex Kutsishin**, Co-Founder and Chief ROI Booster, Sales Boomerang

**Josh Friend**, Founder and CEO, Insellerate

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12:00 pm	<p><b>Best New Technology Award</b></p> <p>Celebrating the best new technology that was introduced in 2018</p>
12:10 pm	<p><b>Hidden in plain sight: an overview of loan programs that can set you apart</b></p> <p>Good rates and great service is service is expected these days and originators must consider alternative strategies and unique loan programs to differentiate themselves from the competition. This session provides insight into bringing in new business and serving clients with non-traditional needs.</p> <ul style="list-style-type: none"><li>• How 203k &amp; renovation loans can find you diamonds in the rough</li><li>• Thousands of 62+ homeowners do not have enough income to retire. A reverse mortgage may just be the solution</li><li>• Learn how new construction loans can create inventory</li></ul> <p><b>Laura Brandao</b>, President, AFR Wholesale</p> <p><b>Don Currie</b>, President, HighTechLending</p> <p><b>Chad Jampedro</b>, President, GSF Mortgage Corporation</p> <p>Sponsored by:</p> 
12:55 pm	<p><b>Lunch and networking</b></p>
1:40 pm	<p><b>Going Independent in 2019: Breaking Down the Barriers</b></p> <p>The Independent Mortgage Broker is in the early stages of a big comeback, with nearly 20% growth in the broker channel in 2018, more and more top loan originators are making the transition from years in retail mortgage banking to going independent.</p> <p>Anthony Casa, founder of top mortgage brokerage Garden State Home Loans and Chairman of the Association of Independent Mortgage Experts(AIME) is</p>

leading the mortgage broker community into 2019 with the goal of doubling the mortgage broker market share by the end of 2020. Anthony will share how mortgage brokers will double market share and why captive retail loan originators should go independent in 2019.

- The Best Place for a Loan Originator to Work is for a Mortgage Broker.
- Lenders Compete for Your Business Every Day!
- 100% Return on Investment(ROI)

**Anthony Casa**, Founder of Garden State Home Loans & Chairman of AIME

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2:25 pm	<b>Young Gun of the Year Award</b>  Awarding the top mortgage professional under the age of 35
2:35 pm	<b>Power Originating: how to make 2019 your best year yet!</b>  Hear from the best originators in the business on how to make an extreme impact and surpass your goals. They will give advice on how to overcome your weaknesses, tackle obstacles and dominate your market in the year ahead. Let's make 2019 one to remember! <ul style="list-style-type: none"><li>• Learn what it takes to become a 100 million dollar player</li><li>• What you're missing: better utilize your time, connect with realtors and maximize your funded funnel and referral base</li><li>• Tips for how to operate in a down market, find new loans and master marketing</li></ul> <p><b>Shant Banosian</b>, Branch Manager, Guaranteed Rate</p> <p><b>Ben Anderson</b>, President, Branch Owner, PRMG</p> <p><b>Oleg Tkach</b>, Branch Manager, Guild Mortgage</p>
3:20 pm	<b>Originator of the Year Award</b>  Celebrating the top originator of 2018
3:30 pm	<b>Afternoon refreshment &amp; networking break</b>
3:45 pm	<b>Get out of your comfort zone: do more loans with non-prime</b>

If you haven't explored the modern non-prime market yet, you can't miss this session. Leading experts provide insight on the non-prime space, including their top strategies for winning business with these growing loan programs.

- How will non-prime benefit you in a challenging market?
- How to get in front of a different borrower segment and increase referrals
- Non-prime has had record growth in volume and loans—learn how to get your share

**Will Fisher**, Senior Vice President of Loan Origination and Marketing, Citadel Servicing Corporation

**Raymond Eshaghian**, President, GreenBox Loans

**Dennis Colon**, Regional Vice President, Angel Oak Mortgage Solutions

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4:30 pm

### **Millennial borrowers: proven strategies on how to connect with today's most active demographic**

Millennials are now the most active homebuying demographic, and their approach to the process is unlike any other group in history. Learn from the experts who will provide insight on the strategies and techniques that connect with the 20s and 30s crowd, getting them within your reach.

5:15 pm

### **Woman of Distinction Award**

Recognizing a leading woman in mortgage who has made a big impact in 2018

5:25 pm

### **Evening drinks reception**

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