



An Iowa Mortgage Association Educational Seminar

# Building Loan Originator Champions

Wednesday, March 24, 2010  
Park Place Event Centre, Cedar Falls  
9:00 a.m. - 4:00 p.m.



## Building Loan Originator Champions

presented by Bill Hart

### FIXING THE LEAKY BUCKET – The Best Strategies and Systems That are Working in Today’s Market

- Bill will discuss his observations on what key strategies, systems and non-negotiable disciplines are making the difference in this market.
- Beginning the morning with a focus on Mortgage Professionals and REALTORS capitalizing together on “THE PERFECT STORM” – Rates, Tax Credits & Property Values – There may have never been a better time to buy!
- From Marketing this critical message NOW, to co-marketing for a synergistic WIN - this time with Bill will leave you energized, focused and ready to attack the 1-3 things that will have the biggest impact on your business, tomorrow.

### “LESSONS FROM THE TOP – How the Country’s Top Agents are Staying Ahead of the Competition in This Market

In this session, Bill shares what he is learning for the Top REALTORS in the country regarding what works as they build their inventory of saleable listings to generating qualified buyer leads. From specific Priority Management tactics to stay on task to the latest technology that is generating proven results, Bill’s observations are extremely timely based on his monthly audio interviews with top agents in today’s marketplace.

**This is a tremendous opportunity for lenders and Realtors.  
Register today at the low price of \$75!**

#### Agenda:

- 8:30 a.m. Registration & Continental Breakfast
- 9:00 a.m. Seminar
- 11:30 a.m. Sponsor Recognition
- Noon Lunch
- 1:00 p.m. Legislative Update from Sen. Grassley (video)
- 1:20 p.m. Seminar Resumes
- 4:00 p.m. Adjourn



**Bill Hart** is a coach for Building Champions, and has enjoyed a dynamic 20 year sales and consulting career highlighted by the development of long-term relationships and high profile visibility in the real estate and mortgage industries, primarily in the areas of sales and marketing, public presentations and strategic partnering.

For the past 14 years, Bill has produced the monthly audio interview series, TalkJet (www.TalkJet.net), showcasing top-producing agents. During that time, Bill has interviewed over 150 of the Country’s top REALTORS , closing an average of 151 transactions annually.

#### Seminar Confirmation

You will receive confirmation, by e-mail, of your registration. Please contact Darcy Burnett, IMA, at 800-532-1423 with questions about the seminar.

#### Location:

Park Place Event Centre  
1521 Technology Parkway , Cedar Falls  
Phone: 319-277-1255

Lodging available next door at Windgate Inn, 1614 Technology Parkway, Cedar Falls. Ph. 319-277-2400



## Iowa Mortgage Association

8800 NW 62nd Ave., PO Box 6200, Johnston, IA 50131  
Ph. 800-800-2353 • www.iowama.org

## Building Loan Originator Champions • March 24, 2010

#### Registration:

\$75.00

Registration fee includes refreshments, lunch and all handouts. Cancellations accepted one week prior to event less \$20 cancellation fee. Substitutions allowed any time.

#### Return to:

Attn: Registrar, IMA  
PO Box 6200  
Johnston, IA 50131

or Fax to: 515-280-4140 or register online at [www.iowama.org](http://www.iowama.org)



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