

**OHIO MORTGAGE  
BANKERS ASSOCIATION  
"LOAN PRODUCTION  
CONFERENCE"**



**Tuesday, October 1, 2019**

**Columbus Realtors, 1st floor training room  
2700 Airport Dr. Columbus, OH 43219**

**Platinum  
Sponsor:**



Why do some loan officers continue to be top producers in spite of market conditions? In a slow market, only the strong survive. Surviving means getting back to basics and working a plan. OMBA's second annual Loan Production Conference is a day devoted to helpful tips in increasing your business. Whether you are new to loan origination or a seasoned originator, you will benefit from this event.

**10:00am - 12:00pm "5 Habits of Highly Successful Loan Officers" - Dr. Bruce Lund**



For over a decade, **Dr. Bruce Lund** has trained thousands of professionals all over the country. His coaching journey began as a 25-year old career author and speaker to young professionals. Bruce earned a PhD in Human Performance at age 29, and was hired as program director and professor in the Texas A&M System. He was then recruited back into corporate America as Director of Sales for a top entrepreneur coaching business. The company tripled growth under Bruce's leadership, growing to a multi-million dollar coaching business in less than two years. During this time, Bruce was also in charge of coaching top producers all over the country as lead business trainer in real estate, mortgage, title, insurance, and financial services. In 2017, Bruce launched his own sales training business, 90-Day Sales Manager™, which has become one of the fastest growing programs in the country.

**12:00pm - 1:00pm Lunch provided**

**1:00pm - 4:00pm "The Proven Formula for Purchase Business" - Jack Kauffman, Xinnix**

Get ready as XINNIX outlines the formula for creating purchase business in the marketplace. The execution is simple and has been proven to work time and again. Loan Officers will be inspired and educated to drive their business to the next level. In this session, participants will:

- Learn how to break business success into four areas for immediate impact
- Learn the five ways to identify referral sources to drive purchase business
- Discover the four reasons referral sources do business with mortgage professional and remain loyal in today's marketplace
- Learn the key strategies for changing a business now

These principles are timeless, proven and easily implemented upon leaving the session! Get the tools and strategies needed to finish the year strong.



**Jack "Bullseye" Kauffman** is an industry veteran with an exceptional track record with 20 years in the mortgage industry and commercial finance. He has experience developing training programs for Loan Officers and their support staff. Aside from being a manager of customer service for a publicly traded mortgage bank, he has experience in both retail and wholesale lending. Jack was hired at XINNIX as a lead instructor and has over 10 years' experience in live class facilitation and web based presentation.

**REGISTER EARLY. SEATING IS LIMITED!**

Name \_\_\_\_\_ Company \_\_\_\_\_  
 Email \_\_\_\_\_ Telephone \_\_\_\_\_  
 OMBA Member \$99.95 per person     Non-member \$149.95 per person  
 Check     Visa, Mastercard, American Express, Discover  
 CC Account Number \_\_\_\_\_ Exp \_\_\_\_\_ Amount \$ \_\_\_\_\_  
 Billing name \_\_\_\_\_ Signature \_\_\_\_\_

ALL Registrations should be faxed to 614-573-6620 or emailed to [omba@ohiomba.org](mailto:omba@ohiomba.org).  
 Checks only should be mailed to: Ohio Mortgage Bankers Association, 79 S. State St, Suite D1 , Westerville, OH 43081