



Benchmark Celebrates Highly Successful Blastoff '07 Conference, Jan. 12 - 13 at Dallas' Westin Galleria (Video Included)

For Immediate Release

DALLAS/EWORLDWIRE/Jan. 29, 2007 --- Benchmark Mortgage catapulted its more than 340 branch managers, loan officers and special guests towards new heights of success January 12 and 13 at its Blastoff '07 Conference staged at Dallas' Westin Galleria Hotel. For two days, mortgage industry superstars wowed the audience with deep trainings on Fiscal Literacy, Mortgage Planning, Life & Business Planning, Priority Management, Wealth Creation, Leadership, Best Practices Systems and Personal Transformation.

The grand ballroom of the Westin was equipped with a full sound stage featuring wraparound screens blasting forth multi-media presentations. The ballroom literally shook at conference liftoff as video footage of a Challenger rocket roared off its pad.

After welcoming messages, founding partners Bryan Harlan and Stewart Hunter sequentially introduced several of the mortgage industry's elite trainers:

- (1.) Barry Habib, CEO of the Mortgage Market Guide with over 16,000 subscribers, and one of the few originators to have closed over \$2 billion in career production
- (2.) Steve Scanlon, Master Coach of Building Champions, Inc. who has coached more than 135 executives in Executive One-On-One Coaching programs
- (3.) Ruben Gonzales, a three-time Olympian and popular motivational speaker
- (4.) Keith Craft, Leadership Strategist, CEO of the Leadership Shaper's Institute and keynote speaker at Peter Lowe Motivational events nationwide
- (5.) Dave Savage, CEO of Mortgage Coach, the mortgage industry's flagship origination software used by over 22,000 loan officers in the U.S.
- (6.) Jim McMahan, Vice President of CTX Mortgage, CEO of Certified Scripts for Success and a Mortgage Originator Magazine "Top 200 Originator" every year since 1992 with lifetime production of over \$1 billion

The unifying theme - the encouragement of each presenter- was that loan originators need to dollarize the lifetime impacts of their loan options, target client "freedom points" and always remember that they're "equity managers." They must become relationship strategists focusing on wealth creation and the financial security of their clients using mortgage loans as financial instruments. In short, loan originators must continually sharpen their skills as mortgage planners and trusted financial advisors.

To view a two-minute video highlighting Benchmark's Blastoff '07 Conference, click on <mms://media.benchmarkmedia.com/blastoff07short.wmv>.

For more information about Benchmark's industry-leading personal development agenda as well as up-and-coming regional workshops or to explore the benefits of America's premier net branch mortgage banking opportunity, visit '<http://www.BenchmarkBranchPartners.com>' or call (800) 822-2006 today. Benchmark's corporate office is located at 16000 Dallas Parkway in Dallas, Texas.

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SOURCE: Benchmark Mortgage