

What Have We Done For You Lately? 2010 LTB & Platinum Plus Content & Marketing Releases

Dozens of powerful conference calls from top industry producers, over one hundred heavy hitting marketing materials to keep you at the forefront of your client and referral partners' minds, hours of audio lessons to keep you educated and up to speed on market happenings...and LTB brought it all to you in 2010!

Use this PDF to easily navigate to all of the content and market releases that the LTB team brought to you in 2010.

Content Themes

- [Planning for the New Year](#)
- [Embracing Change](#)
- [Tipping Points](#)
- [Get in the Zone](#)
- [Takeaways from the Toolbox](#)



Monday Jumpstart Voice Broadcasts

Weekly Sales Calls with Jim McMahan

New Tools and RESPA Rules
 How Valuable is Your Time?
 Are You All in for 2010?
 Use Your Gifts to Carry You Through This Season
 What Are You Going to do About Rates?
 Breaking Through Your Barriers
 Don't Be Afraid Of Amazing...
 A Letter for Your Referral Partners That Leverages You
 Why You Need to Keep Up With "The Big Three"
 Why Your Beliefs Affect How You Sell
 All Good Things Must Come to an End
 What Are You Saying to Influence Your Clients?
 Spring Clean and Watch Your Business Bloom
 Adversity, Vision, Team, Persistence-A Special Interview with Scott Drew
 Perspective on Today's Marketplace-An Interview with Real Estate Expert Steve Harney
 Do You Really Know Your Clients?
 Jim McMahan Hones in on Best Practices
 Are You Giving Your Best to Your Best?
 Implement This Mindset and Watch Your Business Grow
 Exchange Ideas and Generate Deals
 Do You Have the Best of Both Worlds?
 What Changes Have You Made Lately?
 Have You Defined Your Highest and Best Use?
 Who Are the People in Your Neighborhood?
 Spark Some Fireworks Into Your Pipeline
 What Are You Going to do About Rates, Part II?
 The Art of Dialing for Deals
 Orchestrate a Partnership and Clients Will Sing Your Praises
 Turn Up the Volume On Your Market Message
 Better to Set Expectations Than Be Sorry



Short Scripts and Presentation Tips
 How Can You Quadruple Your Business?
 Don't Give It Away
 4 Foundations for Solidifying Your Business
 A Real Eye-Opener on the Housing Market
 How is Jim McMahan Preparing for a Strong Fourth Quarter?
 Think Outside the Box
 How to Professionally Assess Your Clients' Loan Situation
 Jim McMahan Discusses Bank of America's Wholesale Lending Exit
 How Will This Affect Us?
 Why?
 Client, Friend, or Both?
 QE2-What it Means and Its Impact on Interest Rates and the Economy
 Turn Leads Into Relationships
 The Year of the Professional Originator
 Operation Clean Sweep
 Pre-packaging a Purchase Mindset
 Confirm Your Message With Your Clients
 Time for an Efficiency Check-Up
 Time of Reflection
 What Are You Playing For?

Conference Calls

- [Prepare Your Production Platform with Jodee Brydges](#)
- [Get Your GFE and HUD 1 Questions Answered with Theresa Ballard and Ginger Bell](#)
- [The Shocking Reality of the Fed's Reg Z Proposal with Mark Raskin and Paul Mondor](#)
- [Embracing the New GFE with Dustin Hughes and Nick Mallory](#)
- [Education, Certification and Testing Under the NMLS with Pete Marks and Rich Madison](#)
- [Credit, Background Checks and Fingerprinting Under the NMLS with Pete Marks, Rich Madison and Tim Lange](#)
- [Sue Woodard's US Senate Floor Conference with Senator Merkley](#)
- [Fannie Mae's Loan Quality Initiative: What This Means to You with Jim Sahnger and Linda Ferrari](#)
- [Capitalize on Opportunity and Double Your Business with Teresa O'Dette](#)
- [Sweeping Credit Changes: What You Need to Know, Do and Communicate](#)
- [Equity Management 2010 Style](#)
- [Tipping Points theme conference calls, which include Jim McMahan and the following Contributing Faculty Members:](#)
 - [Rene Rodriguez: Market Share-It's Yours for the Taking](#)
 - [David Kuiper: Maximize Relationships](#)
 - [Ed Conarchy: Take Control and Gain Market Share](#)
 - [Dustin Hughes: Propel Your Business Forward](#)
 - [Linda Davidson: Bring Clarity to What You Want to Achieve](#)
 - [Cindy Ertman: There's No Time Like the Present](#)
 - [Jodee Brydges: Set Yourself Apart and Do Business On Your Terms](#)
 - [Mark Madsen: Don't Let Busyness Take Away From Your Business](#)
 - [Khai McBride: Declare What it is You Want to Accomplish](#)
 - [S John Murray: Dialing for Dollars](#)



Gift of Knowledge

- [The 7 Levels of Communication with Michael Maher](#)
- [Go Givers Sell More with Bob Burg](#)
- [The Promise Doctrine with Craig & Jason Womack](#)
- [Heart Leader: A Personal Journey to the Heart of Business and Life with Daryl Wizelman](#)



Talk to the Experts

- Hosted by Jim McMahan, Linda Davidson, Dustin Hughes
- Hosted by Barry Habib and Ed Conarchy
- Hosted by Jim McMahan, Derek Egeberg and Jason Klaskin
- Hosted by Jim McMahan, Sue Woodard and Jim Sahnger
- Hosted by Jim Sahnger, Ed Conarchy and Dustin Hughes
- Hosted by Ginger Bell, Theresa Ballard and Ruth Faynor
- Hosted by Sue Woodard, Khai McBride and S John Murray
- Hosted by Sue Woodard and Erik Janeczko



Business Boosters

Master Networkers, Part 1
Master Networkers, Part 2
Get Off the Fence Script
Setting Expectations Script



Quick Tips

A Head Start on Your Taxes
Tips for Preventing Water Damage
Success by Keeping Your Promises, Part 1
Success by Keeping Your Promises, Part 2
10 Great Movie Rentals That Will Pay You Back (Part One of Four)
10 Great Movie Rentals That Will Pay You Back (Part Two of Four)
10 Great Movie Rentals That Will Pay You Back (Part Three of Four)
10 Great Movie Rentals That Will Pay You Back (Part Four of Four)
What You Need to Know About Social Security
Emergency Car Kits
Search Google™ Like a Pro (Part One)
Search Google™ Like a Pro (Part Two)
10 Tips for Back-to-School Savings, Part 1
10 Tips for Back-to-School Savings, Part 2
Protecting Your Computer Files...Before A Crash
5 Ways to Make Your Car Last



Mortgage Rate Updates

Mileage Rates for 2010
 Need a Smaller Down Payment?
 Timing the Market?
 What's Up With Interest Rates?
 Rate vs Price Reduction
 Credit Reports: One May Not Be Enough
 Simple Formulas for Affordability and Saving
 Need to Get Out of a Car Lease?
 What Does Quantitative Easing Mean?



Miscellaneous Letters

Visit My LTB/Platinum Plus and select "Miscellaneous Letters" from the Marketing Library dropdown

- New Good Faith Estimate Rule in Effect
- Temporary Waiver Expands Access to FHA Mortgage Insurance as of February 1, 2010
- Upcoming Changes to FHA Policy Highlighting the Importance of Acting Now
- California Tax Credit Extension
- Cash Strapped Buyers Could Get Shut Out of USDA Loans
- Fannie Mae Announces New Eligibility Rules for Short Sale Buyers
- Fannie Mae's Loan Quality Initiative Could Have a Big Impact on Your Closings
- Rates Have Hit All-Time Historic Lows
- Referral Partner Cross-Sell Letter
- Home Loan Rates at Historic Low Levels
- What You Need to Know About FHA MIP Changes
- An Update on Home Foreclosures
- Daylight Savings Time
- A Holiday Gift for Your Success



Practical Financial Tips Quarterly Newsletter

- First Quarter released January 22, 2010
- Second Quarter released April 30, 2010
- Third Quarter released July 23, 2010
- Fourth Quarter released October 22, 2010



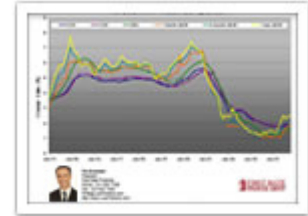
Homes and Money Quarterly Newsletter

- First Quarter released February 26, 2010
- Second Quarter released May 28, 2010
- Third Quarter released August 20, 2010
- Fourth Quarter released November 19, 2010



LTB ARMs Indices Graphs

- First Quarter released March 19, 2010
- Second Quarter released June 18, 2010
- Third Quarter released September 24, 2010
- Fourth Quarter, released December 17, 2010



Holiday Postcards

- New Year's 2010
- Valentine's Day
- St. Patrick's Day
- Welcome to Spring
- Memorial Day
- Welcome to Summer
- Fourth of July
- Back to School
- Labor Day
- Halloween
- Thanksgiving
- Happy Holidays



Direct Mail Postcards & Direct Mail Flyers

- I've Changed Companies (3 to choose from)
- Give Us a Call
 - Not the Vows You Wanted to Exchange?
 - Now That You've Graduated College
 - I See a Move in Your Future
 - Time is Running Out
 - MISSING (2 to choose from)
- Government Programs
 - FHA Streamline Refinance (4 to choose from)
 - Homebuyers Tax Credit Extended for Qualified Service Members (2 to choose from)
- Greetings From
 - 6-part Postcard Series Targeting Renters
- Refinance
 - Worried You Missed the Refinance Boom?
- Renters
 - Tired of Making Your Landlord Rich?



Ghost Written Article

- The Velocity of Money

Member Benefit Additions

- IMMAAG
- My Score Pro

Updates made to

- [Legislative Updates page](#)
- [FHA Updates](#)
- [Birthday cards](#)
- [Credit Improvement and Education Resources](#)
- [Consumer Credit Handbooks, including:](#)
 - [Credit Scoring Booklet](#)
 - [Equity Management](#)
 - [Reverse Mortgage](#)
 - [First Time Home Buyer](#)
 - [Sell a Home Quick](#)



PLATINUM *Plus* Exclusives

- **Video Email Marketing**
 - Getting started tutorials
 - Library of videos
 - Ability to syndicate via your Social Media outlet
 - 10-step credit improvement videos with accompanying text provided



- **Social Media Syndication Features**

- Getting started tutorials
- Ability to syndicate content in the marketing library via Facebook, Twitter, LinkedIn, your blog, your personal website, You Tube channel, and other social media outlets
- "Follow Me" feature able to be added to content that is syndicated
- Tracking Tools and Reporting



Special Alerts

- "Before the Fed Meets" Postcard Alerts (we also added new images/messaging on these)
- "Double Barrel Stimulus Deadlines Threaten Rates and Affordability"- March 31, 2010 Deadline for the Fed's MBS Purchase Program and April 30, 2010 Deadline for the Homebuyer's Tax Credit
- "Others Are Acting Quickly-Don't Miss This Opportunity"-Rates Hitting All-Time Historic Lows
- "Rates Have Hit All-Time Low Levels Again"
- "What Good is an Extension Without a Loan Approval"-Tax Credit Deadline Extended
- "Window of Opportunity May Be Closing"-Rates Are Creeping Up



YOU Magazine-12 Issues Released!

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

