

CMP

Canadian Mortgage Professional

WORK
SHOP

PRESENTED BY:



CENTUM
FINANCIAL GROUP INC.

CMP READER PRICE
\$79
(SAVE \$40) LIMITED TIME OFFER

An exclusive one day event for brokers in Vancouver

The Vancouver Convention Centre – East Building
November 12, 2011

WHY YOU SHOULD ATTEND THIS EVENT:

- Find new revenue opportunities
- Learn how to help your clients with debt consolidation and credit rebuilding
- Learn how to grow your brand and business through social media
- Practical tips on how to effectively write more ALT business
- Network with industry professionals and investors (potential clients), and real estate industry professionals

A FULL DAY OF ADVICE AND STRATEGIES ON HOW TO MAKE YOU AND YOUR BUSINESS MORE MONEY

- Four Sessions
- Networking breakfast, lunch, and reception at end of day
- Hosted at The Vancouver Convention Center
- Held in conjunction with The Investor Forum – Opportunities to network with high net worth real estate investors attending the forum!

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EVENTS

InvestorForum

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Agenda

Session 1: 9AM

1.5 hours: Examining The Long Term Cost of Debt

Presented by: Paul Murphy of 4 Pillars Consulting



Is dealing with debt part of your customers long term financial plan? Learn how to work with clients to create debt management solutions and help repair damaged credit.

Session 2: 11AM

1.5 hours: Creative short term solutions for long term gain!

Presented by: Hali Strandlund President of FISGARD Capital



Learn how an alternative or private Lender can help you provide financing for Borrowers with challenging mortgage needs. Earn a Borrower's business and loyalty by helping them work through a tough mortgage financing situation and they will be clients for life!

- What is a MIC (a mortgage investment corporation) and why are they so important to the Canadian mortgage marketplace
- Understanding what B and Private Lenders look for in a deal
- Identifying and creating solutions for borrowers who require B or Private mortgage financing
- The basics of presenting and packaging B and private mortgages, construction and renovation financing

Session 3: 2PM

1.5 hours: The Alt-A/Sub-Prime Market – Back to Business!

Presented by: Albert Collu President of Argentum Mortgages



- What has occurred? What is occurring?
- Client & Lending Characteristics – what are the consumer trends and how have they impacted mortgage lending?
- Understanding the opportunity this client segment presents the Mortgage Professional

Session 4: 4PM

1.5 hours: Social Media Marketing

Presented by: Joe White President of REMIC



You've heard all the hype about Twitter, Facebook and LinkedIn. You know that online video is an inexpensive yet powerful marketing tool. You've been told that blogging, podcasting and tweeting will propel your business to new heights.

During this session learn:

- How to create a social media strategy that will work for your business
- How to identify where your audience is and engage them there
- Which social media tools will work for your business
- How to manage your time, so social media doesn't become a time suck
- How (and what) to measure to determine your ROI

For information on sponsoring/exhibiting at this event or to register please contact Sarah Habib at 416-644-8740 x 249 or Sarah.Habib@kmimedia.ca

PRICING

\$79 Single ticket price for entire seminar (Limited Time Only!) (includes networking breakfast, buffet lunch, and all sessions. Investor Forum exhibition pass included)

\$179 Single ticket price for entire workshop PLUS keynote lunch with world cup champion and author Cary Mullen & Top Investor Awards reception



REGISTRATION

ATTENDEE DETAILS:

1

Title: _____ Name: _____ Job title: _____

Company: _____ Email: _____

Address: _____ Tel: _____

_____ Fax: _____ Cell: _____

2

Title: _____ Name: _____ Job title: _____

Company: _____ Email: _____

Address: _____ Tel: _____

_____ Fax: _____ Cell: _____

PAYMENT DETAILS:

Total payment \$ _____ incl. HST

Cheque: Please send cheques payable to KMI Publishing and Events Ltd., Suite 800 , 312 Adelaide Street West, Toronto, On M5V1R2

Another event organised by



GROUP BOOKING OF 10 or MORE \$49 per ticket (plus \$100 for each Keynote lunch ticket) further discounts available to CENTUM agents (discount for other groups available call for details!)

CALL SARAH HABIB for booking and information 416-644-8740 x249 sarah.habib@kmimedia.ca