

# CMP

Canadian Mortgage Professional

WORK  
SHOP

PRESENTED BY:



**CENTUM**  
FINANCIAL GROUP INC.

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

## Exclusive

# One Day Event for Brokers

Includes  
6 AMP  
credits

The Vancouver Convention Centre | November 12, 2011

## 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

## 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



### 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!)

For more information about this event please visit [www.theinvestorforum.ca](http://www.theinvestorforum.ca)

For registration and sponsorship/exhibiting opportunities please contact Sarah Habib at 416-644-8740 Ext. 249 or email [sarah.habib@kmimedia.ca](mailto:sarah.habib@kmimedia.ca)