



Mortgage Banker, Brad Roche, Selected As A Keynote Speaker at Mastermind 2016

February 01, 2016

February 01, 2016 - PRESSADVANTAGE -

CHARLOTTE, NC ? Brad Roche, Mortgage Banker with Element Funding, has been selected as a Keynote Speaker at Mastermind 2016 on June 8, 2016. The event is being held at the Palms Resort in Las Vegas from June 6-9, 2016 and brings together real estate agents, mortgage originators and industry managers and executives to learn from the top real estate and mortgage producers and coaches in North America.

In his keynote address, Roche will reveal the systems he developed and used to close over 170 loans within the first year of relocating to a new market. At the heart of his systems are strategies that provide outstanding service to clients that differentiate from the typical lenders that are focused on just getting the deal closed. His systems leverage client satisfaction with a proven process to grow the business rapidly through referrals.

Other Mastermind keynote speakers have included President George W. Bush, Tony Robbins, Barbara Corcoran, Daymond John, Mike Ferry and over 30 Top-Producing Realtors® and elite originators.

Roche said, "Loan Officers interested in increasing their production need to have good systems in place to help create the best opportunities, convert opportunities into clients and to be able to effectively provide great

service. Systems that give clients a happy and memorable experience differentiate us from other lenders and lead to a much higher referral level, even before the loan is closed.?

Mortgage industry leader Barry Habib, Founder and CEO of MBS Highway, commented, "Make sure that you are always adding value to your clients. This can be very effective in profitably growing your mortgage origination business." He continued, "When you provide superior service and give clients more than expected value, they will want to work with you again, and more importantly, they are much more likely to refer other clients to you."

In his address at Mastermind 2016, Roche will cover highlights of his mortgage origination success formula and systems that have recently been packaged and made available to loan originators that want to grow their business, whether they are just starting out, or are experienced loan officers. The complete system is called, Before, During and After, which refers to the business success growth strategies that are applied at each stage of mortgage client engagement. A set of tools, systems and strategies are provided for each stage that create and automatically connect with referral partners and guarantee client satisfaction beyond the norms of the mortgage industry.

Brad Roche is a mortgage banker and loan originator for Element Funding in Charlotte, NC. He has been a loan officer for twenty-one years and has been ranked as one of the top 1% of all mortgage originators in the United States by Mortgage Executive Magazine from 2012 through 2015. He also was named among National Mortgage Professional Magazine's 40 Most Influential Mortgage Professionals Under 40 for 2015. Roche is a bestselling author and has a weekly radio show that is broadcast in North and South Carolina by four stations including, CBS, Fox and ESPN. Roche is the Area Manager of the Carolinas for Element Funding, which currently has four area offices. He is widely known as "The Mortgage Planner" and is also coaching Mortgage Planning Systems to a select group of Loan Originators nationwide.

For more information about Brad Roche or the Before, During and After system, visit <http://www.MortgagePlannerMarketing.com>.

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