

The MCAR Education Committee Presents:

Enhancing Your Business Relationships to Drive More Leads and Commissions



July 15, 2011 * MCAR Headquarters

9:00 am - 9:30 am Registration & Coffee * 9:30 am - 12:00 pm Program

Presenter: Lawrence Montani * Cost: \$10.00



The Art of Lead Generation Presentation will describe how to focus on prospecting within your referral sources:

- Enhancing your business relationship to drive more leads
- What is your business model
- Networking with key partners
- Giving and teaching
- Transparency selling
- Accountability

Lawrence Montani's business is all about building relationships. After graduating from Rhode Island's Bryant College, he put his life lessons to work in the mortgage industry – first as an underwriter, then as a mortgage clerk. According to Lawrence, it was an invaluable opportunity to learn about lending from the inside out, especially the options for structuring a deal to fit the unique needs of each customer.

Lawrence's business philosophy: helping people regardless of situation or circumstance. "When you're talking to someone about their finances, that's pretty personal. I invest the time to build rapport with my customers, so they not only get the loan that works best for them, but they can feel good about the process all the way through."

For the last seven consecutive years, Lawrence has been featured among the nation's "Top 200" mortgage originators by industry trade journal Mortgage Originator. An in-demand business speaker, he has shared the stage with such notables as motivational giant Tony Robbins, legendary coach Lou Holtz, and sales guru Jeffrey Gitomer.

Please send the enrollment form below, along with a check made payable to **MCAR**. Mail to: MCAR, 1 Hovchild Plaza, 4000 Route 66, Suite 210, Tinton Falls, NJ 07753. Attn: Clare Belford

Event: The Art of Lead Generation

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