



PRESS INFORMATION

300 West Wieuca Road, Building One, Suite 300 Atlanta, GA 30342 www.williammills.com 678-781-7200 FAX 678-781-7239

Vermillion Consulting Inc. Company Overview

Grayslake, Ill.- based Vermillion Consulting Inc. (VCI) is a sales, leadership, and life management training company dedicated solely to the mortgage lending industry. Founded in 1995 by 24-year mortgage veteran, Dale Vermillion, the company specializes in sales, marketing, management and operations training and consulting for the conforming and non-conforming mortgage industries.

Vermillion Consulting educates mortgage professionals of all levels on how to increase closing rates through integrating consumer-proactive business practices and positive lifestyle practices conducive to being successful in a post-boom market. This is implemented through a combination of live seminars and interactive training tools. Training is executed as part of Vermillion's Mortgage Champions®, CreativEdge™ and CreativEquity™ programs.

Vermillion Consulting has trained more than 250,000 mortgage professionals and worked with more than 140 organizations.

For more information, please visit www.dalevermillion.com.

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Vermillion Consulting Inc. Company Fact Sheet

Founded in 1995 by 24-year mortgage veteran Dale Vermillion, Vermillion Consulting is a sales, leadership, and life management training company dedicated solely to the mortgage lending industry. Located in Grayslake, Ill., Vermillion Consulting educates mortgage originators, wholesale account executives, sales managers and business owners on how to integrate positive life skills and consumer-proactive business practices that yield higher closing rates. The company provides DVDs and audio that supplements Dale Vermillion's live training sessions and in-person consulting services.

Founded: 1995

Principal: Dale Vermillion, founder, president and CEO

Website: www.dalevermillion.com

Headquarters: Grayslake, Ill.

Key Clients: Vermillion Consulting has worked with more than 250,000 mortgage originators and more than 140 mortgage businesses to date

Public Relations

Contacts: Andy Payment Alex Shorter
678-781-7222 678-781-7207

Products: From both a holistic and professional approach, Vermillion Consulting educates mortgage professionals at all levels on how to improve their performance via paid speaking engagements and seminars. In addition, Vermillion Consulting offers interactive software that supplements and reinforces lessons taught during live events including:

Mortgage Champions™ (series one, two and three) – an audio and video training platform that teaches mortgage originators an effective, consumer-proactive sales approach

CreativEquity® – an interactive corporate program for businesses and their employees delivered through live, interactive training sessions, consulting services and ancillary training tools

CreativEdge® – similar to CreativEquity, CreativEdge provides training and consulting services for wholesale mortgage businesses, their account executives and sales managers

LifeEdge™ – a series of life balance training tools

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Dale Vermillion
President and CEO, Vermillion Consulting Inc.

Dale Vermillion, president and chief executive officer of Grayslake, Ill.- based Vermillion Consulting Inc., brings more than 24 years of mortgage experience to the organization. His wealth of knowledge comes from having quickly advanced through the ranks of the mortgage industry, starting as a loan officer and advancing to director of a national mortgage company.

In 1995, Vermillion founded Vermillion Consulting as a holistic training and consulting firm to the mortgage industry. Since then, the organization has trained more than 250,000 mortgage professionals and has worked with more than 140 mortgage businesses.

Vermillion is one of the few sales trainers and speakers to the mortgage industry with management experience in both the wholesale and retail mortgage markets.

In 2006, Vermillion founded Mortgage Professionals Providing Hope (MPPH), a non-profit organization that provides aid to impoverished regions of India.

He is a member of the Executive Committee of the Mortgage Bankers Association's (MBA's) Non-Prime Mortgage Council.

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