

LendingTree® is proud to re-introduce our Certification Program! We are re-launching Loan Officer Certification and a new Lender Certification to our Lender Network. Differentiate yourself from your competition!

Loan Officer Certification Levels		Lender Certification
		
		
Loan Officer Certification Criteria		Lender Certification Criteria
<ul style="list-style-type: none"> ■ Completion of one day on-site LTU Sales Excellence Core Skills Training Seminar ■ Successful Completion of Skills Proficiency Testing within 60 days of training ■ \$199 Annual Certification Fee 	<ul style="list-style-type: none"> ■ Achievement of all Gold Leaf Requirements ■ Achievement of Performance Criteria (Criteria to be determined) ■ Launch Date to be determined ■ Upgrade to President's Club for no additional fee 	<ul style="list-style-type: none"> ■ Completion of one day on-site LTU Leadership Excellence Training Seminar by at least 80% of Management Team ■ Either 50% of entire Sales Team or 80% of Dedicated LT Sales Team is Certified Gold Leaf or President's Club (Criteria to be determined) ■ Maintain minimum 3.5 Star Lender Rating ■ Successful Completion of Management Skills Proficiency Testing within 60 days of training ■ \$999 Annual Certification Fee
Loan Officer Certification Benefits		Lender Certification Benefits
<ul style="list-style-type: none"> ■ Seal made available for email signature ■ Certified Loan Officers displayed on LendingTree.com ■ Featured in Loan Officer Directory (Launch date is to be determined) 	<ul style="list-style-type: none"> ■ Seal Displayed on LendingTree.com Lender Ratings & Reviews (Dynamic display requiring 3.5 minimum customer satisfaction rating) ■ Seal Displayed in My Account 	
LendingTree Certification Renewal and Details		
<ul style="list-style-type: none"> ■ Renewal periods for all Certification Levels will be one year from initial awarded month (for example- Earn Gold Leaf 6/22/10, up for renewal July, 2011). ■ Loan Officer Certification is Transferable 		

* **Please Note:** All Certification Benefits are subject to change at LendingTree's discretion. All Certified Loan Officers and Lenders must adhere to terms of use.

LendingTree® has partnered with Dale Vermillion and his proven Mortgage Champions® Sales and Management Training Program to offer our Network Lenders cutting edge training to improve sales and management productivity and profitability.

Loan Officer Certification Training Components	Lender Certification Training Components
 <ul style="list-style-type: none"> ■ Initial Management Orientation Call ■ Customized Co-branded Training ■ Full-day Live Training Seminar ■ Manager Reinforcement Session ■ LTU Course Completion Certificate ■ 2 Skills Refinement Webinars ■ Skills Evaluation Testing ■ Access to Video and Audio Training 	 <ul style="list-style-type: none"> ■ Initial Management Orientation Call ■ Customized Co-branded Training ■ Full-day Live Training Seminar ■ LTU Course Completion Certificate ■ 2 Skills Refinement Webinars ■ Skills Evaluation Testing ■ Access to Video and Audio Training
Loan Officer Certification Training Content	Lender Certification Training Content
<ul style="list-style-type: none"> ■ Current Market and Industry Trends ■ Core Success Principles ■ Lead Identification and Conversion ■ Benefits-Based Selling ■ Application / Relationship Development ■ Consultative Selling Skills ■ Objection Resolution ■ Sales Close and Commitment 	<ul style="list-style-type: none"> ■ Core Success Principles ■ Recruiting, Hiring, and Retention ■ Team Building / Benchmarking ■ Sales Infrastructure ■ Sales Coaching and Mentoring ■ Accountability Management ■ Recognition and Motivation ■ Time Mastering / Task Management
Loan Officer Certification Training Pricing	Lender Certification Training Pricing
<p>Pricing is based on Number of Participants and Depth of Training. Please Contact Us for Details at info@ltucertificationtraining.com or 888-824-3343</p>	
Other LendingTree University Offerings	
<ul style="list-style-type: none"> ■ LTU Sales Excellence Advanced Skills Training ■ LTU Leadership Excellence Advanced Skills Training 	<ul style="list-style-type: none"> ■ LTU Customized Corporate Training ■ LTU Customized Consulting

About Dale Vermillion and Mortgage Champions®



LendingTree® is proud to partner with Dale Vermillion to offer ethics based best-in-class, mortgage specific training. Here is just a snapshot of the credentials for Dale Vermillion and his Training Programs.

About Dale Vermillion

- 27 Year Industry Veteran and 15 Year Speaker, Trainer and Consultant
- Keynote Speaker at over 2,000 seminars and events
- Trained Over 250,000 individuals and 140 Lenders
- MBA's Education Committee and Gen. Alexander Haig's TATE Board
- Written dozens of articles in industry publications
- Featured in dozens of national media publications
- Guest on FOX Business and FoxBusiness.com
- Monthly Chicago radio program and dozens of national Radio Programs
- Author of Navigating the Mortgage Maze (Northfield / Moody Publishers)
- Member of Mortgage Bankers Assoc. (MBA), National Assoc. of Mortgage Brokers (NAMB) and Canadian Assoc. of Accredited Mortgage Professionals (CAAMP)
- Founder of Mortgage Professionals Providing Hope® Charitable Organization



About the Mortgage Champions® Training Programs

- Industry Leader in Mortgage Specific Sales and Management Training
- Consistently Achieved Rapid and Measurable Results Improvements
- Approved Training Partner with the MBA
- 2009 Winner of the American Society for Training & Development (ASTD) Excellence in Practice Award
- Based on the "best of the best" techniques of over 500,000 Mortgage Pros
- Personalized Training that offers a Proven, Practical and Systematic Approach
- Built on 4 Core Principles: Integrity, Value, Relationship and Differentiation
- The LTU-Mortgage Champions Training is specifically geared towards maximizing LendingTree® leads and on-line originations, although the principles can be applied to any marketing source or lending environment.

Proven LendingTree® Client Results

Here's just one example of the impact Dale Vermillion's training has had:

- Achieved Record Production 8 out of 9 Months after the Training
- Increased Average Loan Units by 195%
- Increased Average Revenue per Loan by 158%
- Won Prestigious American Business Award for Sales Department of the Year

