

**XINNIX**  
THE MORTGAGE ACADEMY<sup>®</sup>



THE STANDARD IN  
SALES AND LEADERSHIP  
PERFORMANCE PROGRAMS





# TRANSFORMING TEAMS AND DRIVING PERFORMANCE

## Corporate Partnerships

XINNIX Corporate Partnerships transform companies, regions and branches by elevating producers and aligning leaders towards one ultimate mission - performance.

A customized suite of development programs, business management tools, certified instructors, exclusive teaching methods and critical accountability are included to ensure each team member executes to their fullest potential.

Ask us how Corporate Partnerships drive transformational change at every business level.

## Sales Leadership

Designed for managers who are responsible for growing production within their branches and offices. Proven strategies, business disciplines and valuable insight empower managers to successfully lead, retain, and recruit a highly productive sales force.

## Experienced Retail Loan Officers

Business development programs empowering experienced loan officers to take their business to the next level and beyond by providing proven sales processes and key accountability.

## New Retail Loan Officers

Everything a new professional needs to quickly launch a successful career as a loan officer, including foundational mortgage knowledge, sales skills training and market assimilation.

## Wholesale Account Executives

Equips wholesale account executives with the tools needed to elevate results, organize activities, drive new referral partners, and ultimately increase production.

## Sales Support

Designed for key roles directly supporting the sales effort who are interested in growing and succeeding in today's mortgage environment.

# Energizing people. Elevating results.

Having trained thousands of mortgage leaders and loan officers, XINNIX deploys a proven methodology that combines energy with excellence - transforming organizations and delivering real, measurable ROI. The results of the XINNIX Performance Programs truly speak for themselves.

## XINNIX clients report the following proven success metrics:



XINNIX clients report a lift of up to an **additional 2 to 4 units per month** per loan officer.



Companies whose loan officers enroll in XINNIX training programs show a **production increase of over 20%** versus loan officers who were not enrolled.



Statistics show a **334% increase in weekly database calls and a 274% increase in weekly prospecting appointments** for XINNIX participants.



One major lender reports **100% of rookies** who attended the XINNIX new loan officer training programs were **employed one year later** - and producing above the company average.



Another major lender reports a **20% higher retention rate** for loan officers and managers immediately after attending XINNIX training - and for an additional twelve months and beyond.



The average participant experiences a **108% increase in applications per week** within the first four weeks of enrollment.



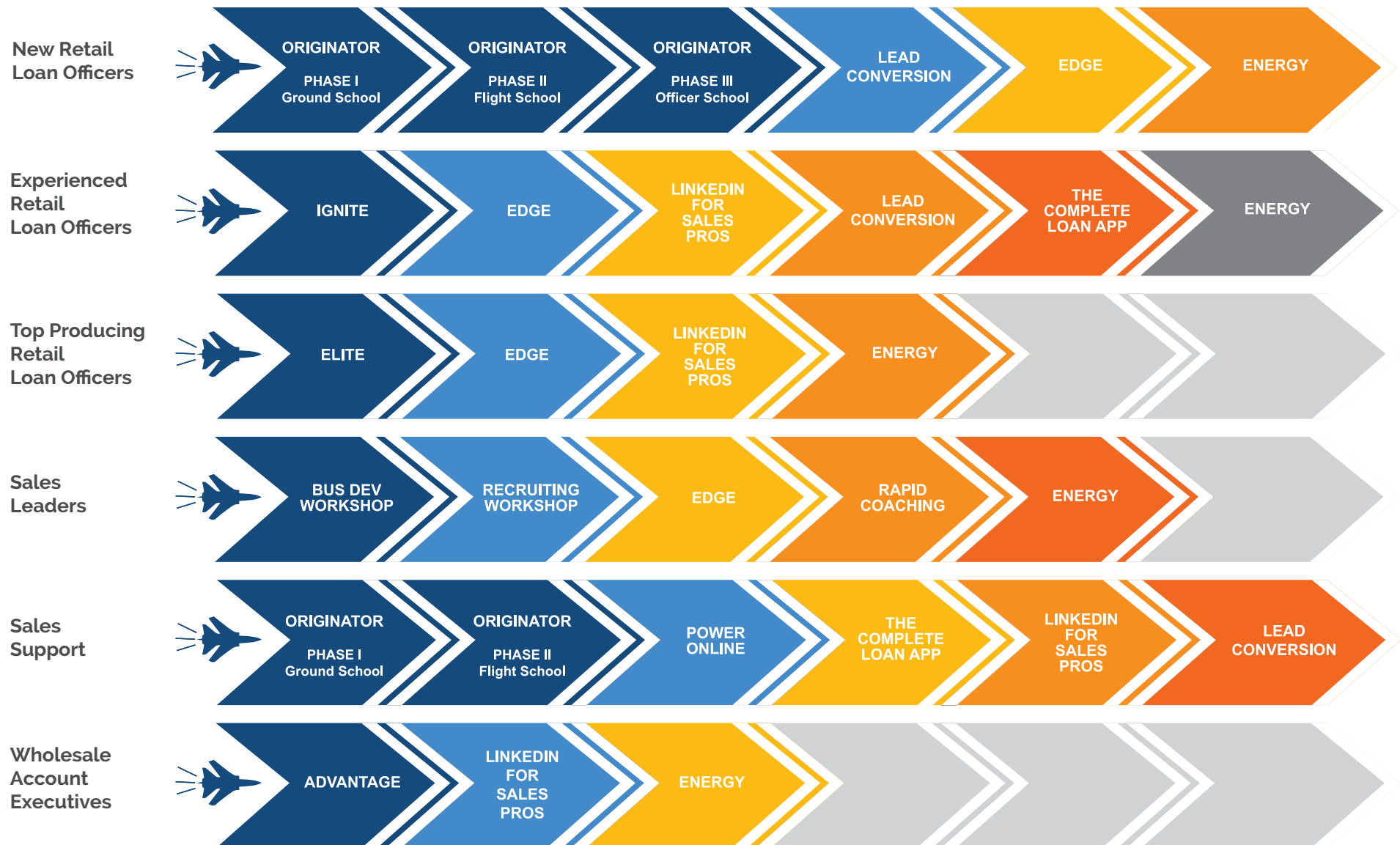
Client results state that within **90 days after a XINNIX workshop**, the managers in total hired **17 high-performing loan officers**, representing **\$584 million** in production.



Within 6 weeks of a XINNIX workshop, **87% of ALL Loan Officers (9 out of 10)** have an **increase of new referral sources** sending them business as a direct result of the program.

# CHOOSE YOUR FLIGHT PATH

XINNIX offers the mortgage industry's most comprehensive range of training and development programs, covering key roles and levels of experience. The following flight paths deliver an immediate, long-lasting impact in production and measurable ROI from beginning to end.



# PERFORMANCE PROGRAMS



## Leadership Development

### **BUSINESS DEVELOPMENT WORKSHOP -**

Empowers mortgage managers to guide their sales teams to higher production through proven leadership strategies, business management practices and valuable tools.

**RECRUITING WORKSHOP -** Energizes and equips managers with the confidence to actively recruit throughout their career by providing practical strategies and techniques to win the battle for top mortgage talent.



## New Mortgage Professionals

**ORIGINATOR -** The most comprehensive and nationally acclaimed program for new loan officers entering the industry as it provides a three-phased approach of foundational mortgage knowledge, real-world application and sales training needed to launch a successful career.



## Retail Sales and Business Development

**IGNITE -** Provides select loan officers with high intensity, interactive training utilizing gamification, high performance requirements and rigorous accountability to create an explosive pipeline of business.

**EDGE -** Empowers loan officers with sales and marketing strategies and critical accountability for growing purchase production and building a sustainable business.

**ELITE -** Elevates top producers to an even higher level of production by leveraging their already stellar success.



## Enhancement Programs

**LEAD CONVERSION -** Equips loan officers with a sales call process and precise techniques to dramatically increase lead conversion.

**THE COMPLETE LOAN APP -** Sets the stage for success through a focus on application quality, customer service and creating raving fans.

**LINKEDIN FOR SALES PROFESSIONALS -** Empowers sales professionals to develop a powerful social media presence that spurs immediate and long-term growth.



## Wholesale Sales and Business Development

**ADVANTAGE -** Empowers wholesale account executives to elevate their business using a proven framework that helps them organize their activities, drive new referral partners, and ultimately increase production.



## Operations and Sales Support

**POWER ONLINE -** Enhances communications between loan officers and processing teams, empowering them to deliver top-notch customer service and positively impact production.



## Reinforcement Programs

**ENERGY -** A webinar series for mortgage professionals and their referral sources, providing relevant information, timely market insights and drivers for success.

**RAPID COACHING -** Equips managers with valuable content to create more engaging and productive sales meetings.



# CLIENT SUCCESS STORIES

XINNIX has established a reputation for excellence, as proven by a national customer base of mortgage companies with an abundance of success stories. As a result of the return on training investment they experience, each year more mortgage companies and professionals share their feedback on what they believe is the industry's best mortgage sales and leadership performance programs on the market.

**“ D. Jacobs, EVP and Managing Dir. of National Retail Lending**

“Six months after sending our branch managers to XINNIX, our purchase percentage has skyrocketed from 17% to 50%. Our originators and managers wake up every day with a plan and a purpose, as well as a well-defined measure of success.”

**“ M. Bradley, Loan Officer**

“I finished last month with \$1.9M. Haven't seen numbers like that in years. The results are outstanding. It is nice to know I can go back to my training and get back on track. This is the best month I have had in the last 29 months!”

**“ T. Bley, Vice President and Mortgage Production Manager**

“Our company will now be celebrating our very best month that we've ever had in our entire history, with 200 units for over \$40M. We could not have done it without XINNIX, and are very thankful for everything they've done for us.”

**“ B. Oliver, Regional Manager**

“Hired 3 LO's over the past 2 weeks and another on the hook. All are experienced, closing \$18M to \$20M each. The recruiting techniques definitely helped keep the conversations on track... plus it wow'd them, all in under two weeks!!!”

**“ S. Fannin, Mortgage Loan Originator**

“I have only been in the business for 3 years and thanks to XINNIX, I am set to double my business again this year which brings me to a total of closing right around \$50M in production since joining the mortgage industry! I could not have done this without XINNIX.”

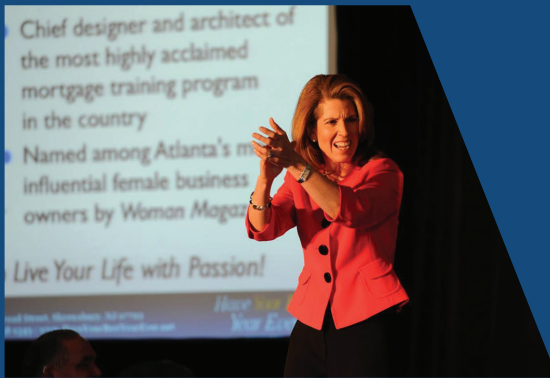
**“ B. Cabrera, National Sales Manager**

“With respect to any training initiative, I always ask myself, “Will we experience an incremental lift?” Every time we've partnered with XINNIX, it's been an incremental lift on steroids. The exceptional energy, content and passion for execution that the XINNIX team channels are second to none.”

THROUGH  
**EXCELLENCE**  
there are  
**INFINITE**  
POSSIBILITIES

XINNIX is proud to have partnered with mortgage leaders and sales teams at the following organizations, among many others across the country.





**“We exist to energize people and elevate results. When you work with us, you are partnering with an organization that has only one focus – your ultimate success. We look forward to working with you.”**

**- Casey Cunningham, CEO and Founder of XINNIX, Inc.**

**Contact us today and learn how  
XINNIX can transform your business.**

**Phone: 678.325.3500  
E-mail: [info@XINNIX.com](mailto:info@XINNIX.com)**

**[XINNIX.com](http://XINNIX.com)**

