

Energizing people.  
Elevating results.



# Energy. Excellence. XINNIX.

XINNIX, the Mortgage Academy, provides consistent and comprehensive training solutions that integrate structured business processes, leadership development, and sales training programs throughout entire companies. Having trained thousands of loan officers and leaders, XINNIX deploys a proven methodology that combines energy with excellence – transforming organizations and delivering real, measurable ROI.

XINNIX is also the premier provider of new loan officer training, having trained more than 40% of Mortgage Originator magazine's (now Origination News) nationally recognized Rookie Superstars for five consecutive years.



While there is no shortage of self-proclaimed trainers, coaches and study programs aimed at the mortgage industry, why do more successful mortgage professionals choose to work with XINNIX?

## Experience

Sales and leadership excellence starts with expertise. With over 100 years of combined experience, the XINNIX team of sales and leadership training specialists have a diverse mortgage industry background.

*“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.”*

– B. Cabrera, National Sales Manager

We understand the way mortgage leaders and loan officers think, act, and execute. That’s why leading mortgage professionals turn to XINNIX’s decades of sales training and leadership development experience to help improve performance.

## Results

XINNIX provides the industry’s most comprehensive suite of training solutions – spanning the range from sales managers to loan officers – and all are designed to provide immediate, measurable results.

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

–D. Jacobs, Managing Director of Retail Branching

Our training system empowers managers to fully implement strategies and tactics that increase production, bolster loan officer loyalty and enhance customer service levels.

## Trusted

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 enroll in what they believe is the industry’s best mortgage sales and leadership training.

Three convenient and effective learning formats



In person

Hands-on, intensive, live workshops in the client’s chosen location.



Live online

Live, interactive instructor-led webinars with handouts and post-class business tools ensuring comprehension and execution.



On demand

Access powerful XINNIX training via on-demand videos accessible online 24/7.

XINNIX offers the mortgage industry's most comprehensive range of training and development resources, covering every role and every level of experience.

## CORPORATE SOLUTIONS



**Corporate Partnerships** - A year-long, comprehensive training solution that integrates structured business processes, leadership development, and sales training programs throughout an organization.

**Private Classes** - Personalized instruction that tailors the proven XINNIX methodology to the specific needs and interests of an organization.

**Keynotes** - Spark action and excitement in a sales force, revitalize a management team, or inspire a company or association meeting – with keynote speaker Casey Cunningham.

## LEADERSHIP DEVELOPMENT



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

**Rapid Coaching** - Equips managers with valuable content they can utilize immediately to create more engaging and productive sales meetings.

## NEW MORTGAGE PROFESSIONALS



**ORIGINATOR** - The most comprehensive and nationally acclaimed program for new loan officers entering the industry as it provides the foundational mortgage knowledge and world-class sales skills training needed to launch a successful career.

## SALES & BUSINESS DEVELOPMENT



**Purchase Workshop** - Combines proven strategies and practical tactics, in a hands-on environment, that help loan officers grow purchase production.

**EDGE Online Series** - Empowers loan officers with sales and marketing strategies and tactics for growing purchase production in any market.

**IGNITE** - Provides loan officers with high intensity training and critical accountability to create a sustainable pipeline of business.

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

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

**The Complete Loan Application** - Sets the stage for success through a focus on application quality, customer service and creating raving fans.

## OPERATIONS DEVELOPMENT



**Power Online** - Enhances communication between loan officers and processing teams, empowering them to deliver top-notch customer service and positively impact production.

## REINFORCEMENT PROGRAMS



**Leadership Lessons** - Valuable classes that help managers inspire, empower and enforce best practices throughout their team.

**ENERGY** - A webinar series for loan officers and their referral sources, providing relevant information, timely market insights and inspiration for success.

**Performance Boosters** - A series of high-impact videos for loan officers that reinforce and refresh XINNIX strategies and best practices.

XINNIX has established a reputation for excellence as proven by a track record of successful, repeat customers and mortgage companies with an abundance of success stories. Many of the nation's most recognizable producers and leaders are XINNIX alumni. Here's how:



## Available Resources For Members

The XINNIX Member Resource Center is a dynamic hub of timely market updates, critical business tools, and valuable content that will empower mortgage professionals to grow their business. Resources include:

- Daily and Weekly Market Updates
- Consumer Market Scripts (PEG)
- Valuable Training Services
- Consumer Trends and Insights
- Previous Complimentary Webinars
- Top Producer Interviews
- Value Added Pieces for Customers and Referral Sources

### Comprehensive training and a sustainable process

XINNIX' comprehensive interactive training courses position students for unlimited growth potential. From foundational mortgage knowledge to high-level sales and business development training, we empower mortgage professionals in various stages of their careers. Because our courses are delivered in a variety of formats, the flexibility allows students to learn how to grow their business while still working in their business!

### Access to expert insight

The XINNIX team has credentials second to none. All of our trainers have been top producers or accomplished leaders within

their respective organizations – adding up to more than 130 years of diverse mortgage banking experience. This “been there, done that” factor inspires confidence in students and provides an incredible resource they can tap into going forward.

### Accountability Ensures Success

We empower students through a proven system that combines interactive and relevant training with crucial accountability. This ensures that students are not just learning, but implementing the new disciplines and strategies that will lead to their growth as productive mortgage professionals.

## XINNIX Proven Formula for Success

**Relevant Training Curriculums**

**+**

**Seasoned, Engaging Trainers**

**+**

**Live, Interactive Learning**

**+**

**Assignments & Accountability**

**=**

**Immediate Sales Growth**

# Energize your next event!

Casey Cunningham, founder and CEO of XINNIX, The Mortgage Academy, is the architect of the most successful training programs in the mortgage industry. An energizing, accomplished executive, Casey is a thought leader with a unique vision for industry trends and insight into personal and professional growth strategies.

Casey's clients include the nation's top mortgage companies and her insight has guided the careers of the country's top producers and executives. Drawing on her decades of mortgage and executive experience, she provides a unique perspective on increasing production and modeling effective leadership.

Her depth of character and breadth of relevant expertise makes Casey an acclaimed and sought-after keynote speaker. Whatever the occasion, Casey can tailor an impactful message for your specific event and audience.



**"I heard Casey speak and her presentation absolutely blew me away! She is incredibly energetic and dynamic. Anyone who attends any of her presentations, or is coached by her will no doubt be successful."**

**- M. Maiocca, Sales Manager/Mortgage Originator**

XINNIX is proud to have trained mortgage leaders and sales teams at these organizations

The results are in! Unlike other training firms, XINNIX energizes mortgage professionals while providing the strategies, processes, and tools to capture the best return on training investment.

After our training, our clients report game-changing lifts in prospecting, referrals, recruiting, and overall production.

## The benefits are immediate, sustainable and measurable

XINNIX corporate partners report the following benefits:

- Sales training strategy that enhances the performance of all loan officers
- Effective leadership program for improving the skillset of sales managers
- Competitive recruiting advantages and enhanced company benefits
- Ongoing, outsourced, proven training partner

And these results are more than just feel-good: XINNIX clients report the following success metrics:

- Companies whose loan officers enrolled in XINNIX training programs showed a **production increase of over 20%** versus loan officers who were not enrolled.
- XINNIX clients report a lift of up to an **additional 2 to 4 units per month** per loan officer.
- One major lender reports **100% of rookies** who attended the XINNIX new loan officer training program 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 a year thereafter.



Contact a XINNIX representative today and learn how the premier mortgage sales and leadership development team can empower you to grow your business.



Call Us

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