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Mortgage Certification Focuses on Educating Consumers

Ann Arbor, MI, April 13, 2010 – The [Certified Mortgage Coach](#) certification course was recently created as a joint venture between the [CMPS Institute](#) and [Mortgage Coach](#) to help loan originators stand out from their competition and make more effective sales presentations to clients, prospects, and referral partners. “This is the all-inclusive online training, testing, and software solution that the mortgage industry has been waiting for,” said Gibran Nicholas, Chairman of the CMPS Institute, an organization that trains and certifies mortgage bankers and brokers.

The new Certified Mortgage Coach program is the mortgage industry’s latest solution to help homeowners and buyers better evaluate their mortgage options and make smart financial choices. “Today’s consumer does not want to be sold; they want to be educated,” said Nicholas.

CMPS Institute provides the training and testing, and Mortgage Coach provides the software and real-time market information to help mortgage professionals better educate their clients. “Our goal is to help homeowners and buyers create more wealth by integrating the mortgage decision into their financial plan,” said Dave Savage, CEO of Mortgage Coach, a leading technology and information services provider for the mortgage industry.

Certified Mortgage Coach Professionals are equipped with scripts, strategies, dialogue structures, and presentation structures to make suitable mortgage recommendations that clearly benefit homeowners and homebuyers. “Certified Mortgage Coach empowers me to help my mortgage clients better understand the mortgage and housing markets, and thereby choose the right mortgage for their specific needs,” says Thea Druley in Fort Wayne, IN, a recent graduate of the program. Hundreds of mortgage professionals have enrolled in the Certified Mortgage Coach program since its launch in December, 2009.

“All originators seem to be selling the same products with the same guidelines, and the industry is rife with confusion in light of new regulations and turbulent market conditions,” said Nicholas. “Certified Mortgage Coach Graduates are equipped to help their clients cut through the confusion and make informed financial decisions. A mortgage professional who dedicates the time and effort to properly educate themselves is much more qualified, committed, and equipped to serve the complex needs of today’s homeowners and buyers.”

“The mortgage is most people’s single largest debt, and their home is often their single largest asset,” said Savage. “A Certified Mortgage Coach is uniquely trained to identify the challenges that consumers are facing, and clearly demonstrate solutions that motivate those consumers to take action.”

About CMPS Institute: CMPS is a training, examination, certification and ongoing membership program for financial professionals who provide mortgage and real estate equity advice. Recognized for its preeminence within the industry, the CMPS curriculum represents the core knowledge expected of residential mortgage advisors regardless of the diversity of specializations within the industry. Over 5,500 financial professionals have gone through the program since its launch in 2005. For more information or to find a certified professional near you, please visit [the CMPS Institute](#) or call 888.608.9800.

About Mortgage Coach: Founded in 1997, Mortgage Coach is a leader in providing both community and solutions to help loan officers. With software solutions like the Total Cost Analysis, the first tool of its kind, and RateWatch, the industry's best lead generation tool for past clients, the company was founded upon the single goal of helping mortgage professionals become more successful by delivering advice that creates value for themselves and the homeowners they serve. Over 25,000 professionals have utilized Mortgage Coach over the past 11 years. For more information, visit [Mortgage Coach](#) or call 800.951.2696.