



NEWS RELEASE

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Vermillion Consulting Concludes Successful Leadership Summit

-Mortgage professional summit encourages managers and owners to be "consumer proactive"-

Grayslake, Ill., Apr. 24, 2007 – Grayslake, Ill.-based Vermillion Consulting Inc., announced the successful conclusion of its first Mortgage Champions® Leadership Summit held exclusively for managers and owners of mortgage businesses.

The two-day event was held on April 19-20, 2007 at the Newport Beach Marriott® Hotel & Spa in Newport Beach, Calif., and featured Dale Vermillion, founder and CEO of Vermillion Consulting, along with a number of other renowned mortgage and business specialists, life coaches and motivational speakers. The summit educated mortgage professionals on organizational structure, business efficiency, technology, team building, leadership, management and accountability.

Attendees were presented with more than 100 years of industry and business expertise on the importance of working in the customer's best interest and strategies to survive current market conditions from an integrity-based approach.

"It was very helpful from a marketplace standpoint," said Jeremy Smith, branch manager of Chesterfield, Mo.- based Double Tree Mortgage LLC. "Right now we are implementing a number of ideas that were recommended at the summit such as a technology platform to ensure a solid business pipeline and a 'benefits calculator' used to articulate the benefits of a particular loan to the borrower."

Speakers advocated a "consumer proactive" approach to doing business as the foundation to achieving long-term personal and professional success in today's market, which has been characterized by slow sales and rising rates.

"It gave a real unbiased opinion about what is going on in the market and where it is going," said Chad Brune, president of Hugo, Minn.-based Heartland Home Loans Inc. "Panelists spoke extensively about the business structure and the importance of having a positive attitude and doing what's best for the customer. This event was without a doubt the most practical I have ever attended."

About Vermillion Consulting Inc.

Vermillion Consulting Inc. is a Grayslake, Ill.-based sales, leadership and life management consulting firm dedicated solely to the mortgage lending industry. The company, led by 24-year mortgage industry veteran Dale Vermillion, has worked with more than 120 mortgage businesses and trained more than 250,000 mortgage professionals, both retail loan officers and wholesale account executives, through its CreativEdge™, CreativEquity™, and Mortgage Champions® specialized training programs, live training sessions and interactive training tools.

For more information about Vermillion Consulting, contact the company at 888-824-3343 or visit the company's Web site at www.dalevermillion.com. For more information about Mortgage Champions, visit www.mortgagechampions.com.

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