

CHIP CUMMINGS

>> **SPEAKER – TRAINER – CONSULTANT – AUTHOR**

Results – *that's the bottom line. In the world of personal success and professional development, Chip has helped thousands of sales professionals and business organizations achieve exactly that – results.*



From the tender age of 15 when he started his first company, he has constantly developed creative marketing methods to reach, capture and retain customers. Now, many years later and with over a billion dollars in sales volume under his belt, Chip is sharing his success strategies with individuals and companies from around the world. He currently serves as the President of Northwind Financial Corporation; is the past President of the Michigan Mortgage Brokers Association; has been Chair and a member on numerous national organizations, including the NAMB National Education Committee; is the recipient of several industry awards, and is an internationally published author. He has appeared in dozens of publications including the National Mortgage Press, Broker-Banker Magazine, and Mortgage Originator Magazine, and his clients include many top sales professionals, as well as large companies such as Ellie Mae, First American, Flagstar Bank, and Finance America.

Chip's Formula – Mixing fun and imagination with technology and creative marketing concepts to build strong, dynamic, long-term successful customer relationships. **His Results** – Motivated and energized professionals that understand the road to success – and more importantly – how to get there!

WORKSHOP / BREAKOUT PROGRAMS:

- ❖ **e-Marketing: Playing To Win!**
- ❖ **Stop Selling & Start Listening!**
Marketing Strategies That Create Top Producers
- ❖ **Mapping Your Road To Success**
- ❖ **Creating the Ideal Customer**
- ❖ **What Clients REALLY Want**
- ❖ **What Realtors® REALLY Want**
- ❖ **Specialize To Profitize**

KEYNOTES

- ❖ **Breaking the Boundaries of Success!**
- ❖ **Always Fly Higher Than the Turkeys!**

Chip's energetic nuts-and-bolts approach, combined with years of practical experience, promises to provide an entertaining and informative event. Find out what he can do for your group today!

Chip is available for conventions, business meetings, workshops, seminars, and customized training & consulting services. For more information, availability or to learn more about program details, call:

"All Meat & No Fluff!"™

Chip Cummings, CMC

- National Speaker
- Certified Trainer & Coach
- Published Author
- Mortgage Broker/Lender



About The Speaker:

With over 23 years in the mortgage finance industry as both a mortgage broker and banker, Chip has seen a lot of ups and downs. As an originator, sales manager, CEO, and eventually President and an owner of both large and small mortgage operations, Chip has over a billion dollars in loan originations under his belt, spanning all types of mortgage lending.

After selling his company in 2000, Chip decided to dedicate more time serving the industry by providing training, speaking and business consulting services for numerous companies and associations throughout the country including First American, Impac Lending, InterFirst, AT&T and Stewart Title to name a few. Although still originating residential and commercial loans in Michigan as a partner with Rum Creek Financial, he has trained and entertained thousands of mortgage professionals on topics from sales and leadership, to fraud and compliance. Chip is a Certified Mortgage Consultant, or CMC; is a certified national trainer for the National Association of Mortgage Brokers; and the national trainer for Ellie Mae and Encompass. He also provides specialized marketing, operational and systems consulting for several leading originators and companies.

He currently serves as the President of Northwind Financial Corporation (*a national training and consulting firm for the mortgage lending industry*), is the recent President of the Michigan Mortgage Brokers Association, past chairman of the Michigan Professional Standards and Ethics committee, member of the NAMB National Education Committee, is the recipient of several industry awards, and regularly has articles in various publications including the National Mortgage Press, Broker Magazine and Mortgage Originator Magazine.

Chip's energetic nuts-and-bolts approach, combined with years of practical experience, promises to provide an entertaining and informative afternoon. Enjoy!