

**MBA**  
OF TAMPA BAY  
MORTGAGE BANKERS ASSOCIATION

# DEATH BY CLICHÉ & OTHER BUSINESS BUZZWORDS

JOIN US AT BRIO TUSCAN GRILLE AT INTERNATIONAL PLAZA ON FEB. 13, 2018

11:00 a.m – 11:30 a.m Registration & Networking | 11:30 a.m – 1:00 p.m Lunch/Program

*Please note: This meeting will start promptly at 11:30 a.m!*

Brio Tuscan Grille | 2223 N. Westshore Blvd., Tampa, FL 33607

## STEVE RICHMAN

*National Sales Trainer, Genworth*



Steve Richman is a national speaker who has energized, taught and motivated more than 50,000 professionals in practically every state in the U.S. and Puerto Rico. After years of success as a litigation attorney, Steve entered the mortgage and real estate profession and has become an expert in the high LTV borrower market.

## SPEAKING POINTS

- Explore common business clichés and how to make them relevant in today's market
- Actions you can take TODAY to update your business plan
- How to improve communications
- Differentiate yourself from your competition

## SPONSORED BY



## SAVE THE DATES

Feb. 14-16 – 15th Annual Eastern Secondary Market Conference in Orlando

March 13 – Tony Polito, MetroStudy & Tampa Bay Housing Market Update

April 6 – Annual Richard Phillips Golf Tournament for MPAC

**Sponsorships Available! Volunteers Needed! Contact: Marcus Aguiar 813-477-3529**

*Reserve your seat today at [mbatampabay.org](http://mbatampabay.org)!*

*Avoid the line at the registration table – prepay with PayPal.*

Members and Guests – \$40

Reservation deadline: Feb. 12, 2018 | Cancellation deadline: Feb. 12, 2018 by 5 p.m.

No shows will be billed. MasterCard and Visa accepted at the door. AMEX accepted via PayPal, not at the door.

Questions?

Contact Dawn Henshaw at [Dawn.Henshaw@Genworth.com](mailto:Dawn.Henshaw@Genworth.com) or (813) 545-4712.