

GREATER MONTEREY BAY AREA CHAPTER OF  
CALIFORNIA ASSOCIATION OF MORTGAGE BROKERS  
PRESENTS A SPECIAL VISIT FROM:

# CAMB President Fred Arnold



GREATER MONTEREY  
BAY AREA CHAPTER OF  
CALIFORNIA ASSOCIATION  
MORTGAGE BROKERS

MAY 20, 2009  
12:30 REGISTRATION  
1-3 PRESENTATION

\$20 MEMBERS  
\$25 NON-MEMBERS

Location:

First American of Santa Cruz  
330 Soquel Ave.  
Santa Cruz, CA

Register Today!

[www.CAMB-GMBA.org](http://www.CAMB-GMBA.org)

Sponsorships Available:

Lorisa (831) 578-2743

**HVCC (Home Valuation Code of Conduct) Update**  
**Upcoming State Laws That Affect How You Do Business**

**Loan Modification Update**

**National Licensing**

**&**

**Sales & Marketing Techniques For Today's Challenges**

**"How to Build Your Business/Pipeline"**

**Fred's Secrets to Success in this Market**

Fred Arnold is an industry leader and seasoned veteran in the areas of mortgage lending, marketing and public speaking. Fred is the President of American Family Funding. As a result of his dedication and commitment to his clients, Fred's business is 100% referral based. Fred began being requested to speak on *Creating Clients for Life* and the subjects of Marketing, Branding, Leadership and Sales Cultures. His belief is that if you help enough people get what they want out of life, then you will always achieve your goals and dreams in your life.

Fred has also been asked to speak on the economy and the state of the housing market and has been a guest on local television. He hosts a local radio show, "The Santa Clarita Business Hour" each Monday on AM 1220 KHTS. Fred was recognized as one of the Top 40 Business People under 40 in Southern California by, *The San Fernando Business Journal*.

Fred served on the Board of Directors for Matadors Community Credit Union as both a volunteer and Director for just over nine years. Fred is the President for 2008-2009 year for the California Association of Mortgage Brokers and is heavily involved with the National MS Society. He resides in Southern California with his wife Kristin and their four children, Alex, Katie, Jack and Amy.

You don't want to miss this special presentation from Mr. Arnold. You will walk away with a wealth of knowledge and clarity about the state of the mortgage business. Register Today!