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Mortgage Brokers Expected to see Significant Decline in 2006 Originations

Mortgage Industry turns to new online tools by Mortgage Marketing Specialists to keep the flow of new leads coming in.

San Diego, CA – xxx – In 2006, originations are expected to decline by more than 20 percent from last year's level of 2.79 trillion, according to the Mortgage Bankers Association (MBA). This drastic decrease means that mortgage brokers need to take drastic measures to insure success. This month, Mortgage Marketing Specialists has introduced several essential tools to accomplish what mortgage brokers need in order to stay competitive.

Mortgage Marketing Specialists' is introducing *Locals Only*, a brand new tool providing mortgage brokers with the opportunity to put their business in front of more than 60 million unique visitors per month without spending the high costs of advertising to the local markets. Mortgage Marketing Specialists has formed vital partnerships with SBC's YellowPages.com and Verizon's SuperPages.com to make this happen. This partnership will get their clients listed on hundreds of Yellow Pages directories' across the Internet, including Yahoo! Yellow Pages, AOL Yellow Pages, Yellowpages.com, SuperPages.com, Switchboard and many others. Being on all of these different sites means that no matter where customers are looking, Mortgage Marketing Specialists' clients will be found. Mortgage Marketing Specialists is also using their ambassador relationship with Yahoo! to offer their customers the chance to be at the top of Yahoo! Local Search, which also get them listed on AltaVista, Advertising.com, InfoSpace and more.

Along with *Locals Only*, Mortgage Marketing Specialists is launching *Search Engine Marketing (SEM) Vortex*, which allows their clients top search engine placement with a flat fee for important mortgage and refinance keyword phrases, giving brokers maximum exposure within many popular search engines, which is great for the more aggressive mortgage broker or loan officer.

MyReferralHound.com is another new tool Mortgage Marketing Specialists is introducing this month. It is an automated customer loyalty solution featuring custom email newsletters with unique content provided on a monthly basis, which helps mortgage brokers get repeat and referral business.

Mortgage Marketing Specialists is introducing the above tools, along with several other important tools this month which are aimed to help with mortgage brokers' competitive edge.

"We feel it is necessary to provide our clients with increased exposure at the best value, which is why we are introducing *Locals Only* and the *SEM Vortex*," said Scott Kirkpatrick, CEO and president of Mortgage Marketing Specialists. "They also need a

proven, simple and automated customer loyalty solution, MyReferralHound.com, that starts generating repeat and referral business from the moment our clients say 'yes'."

About Mortgage Marketing Specialists

Mortgage Marketing Specialists is a division of Superior Internet Solutions and provides mortgage companies with innovative, proven marketing solutions to bullet proof their mortgage business.

For more information about Mortgage Marketing Specialists, visit their Web site at www.mortgagemarketingspecialists.com.

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