

DMD President Rob Katz to Moderate 2010 MBA Conference Panel: Growing Market Share in a Down Market

SAN DIEGO, Calif., Sept. 28 (SEND2PRESS NEWSWIRE) – Rob Katz, president of Del Mar DataTrac, Inc. (DMD), the leading provider of affordable [end-to-end mortgage lending automation solutions](#) is moderating a panel discussion entitled “Growing Market Share in a Down Market” at the Mortgage Bankers Association’s 97th Annual Conference on Monday, October 25 at 11:00 a.m.

Industry expert panelists include Jeff Harry, president of Capital Markets Cooperative; David Lykken, president of Mortgage Banking Solutions; Gabe Minton, chief strategy officer for Motivity Solutions; and Greg Shumate, president and managing partner of Brand Bank.

The panel will explore how lenders can gain market share by: 1) Knowing more about the business they currently operate to determine strengths, weaknesses, opportunities and threats; 2) Minimizing loan failures due to operational errors; 3) Lowering interest rate risk by hedging; and 4) Knowing where your market is, how to attract them and the best market channel (Retail/Correspondent/Wholesale) for your business.

“We assembled this panel because mortgage lenders need real-world guidance about how to make their operations perform better under the current market conditions,” said Katz. “One of the greatest values of attending the 97th Annual MBA Conference in Atlanta this year is to absorb new perspectives, learn from your peers and contribute in return for the benefit of the entire industry.”

“Growing Market Share in a Down Market” is to be held in Building A, Level 4, Room 412 of the Georgia World Congress Center.

Lenders that are interested in speaking with Rob Katz or a DMD mortgage lending automation expert during the MBA Annual Conference in Atlanta, send an email to sales@dmdinc.com.

About Del Mar DataTrac (DMD):

Founded in 1991, Del Mar DataTrac is the leading provider of affordable end-to-end loan automation solutions for mortgage lenders, banks, and credit unions. DMD offers a scalable workflow platform that enables lending best practices by leveraging DataTrac as the back-office hub along with a sophisticated point-of-sale system, a Web-based originator portal and commission engine, and a management dashboard – all in a paperless environment.

The DataTrac Suite is designed by mortgage lenders for mortgage lenders who strive to deliver extraordinary customer service, increase production and profitability, reduce risk, and streamline overall efficiency. For more

information, visit www.dmdinc.com.

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