



**By Doug Leever
President, MBA of Florida**

I am very honored to serve as the President of this awesome organization called the Mortgage Bankers Association of Florida!!! We have just an outstanding Executive Board of Directors as well as the Entire Board of Directors with our mission to continue to 'Stay the Course' of developing new membership, great networking and sharing of information and best practices, developing new activities and continuing to provide added value to our Members of the Mortgage Bankers Association of Florida!

Our goal this year is to continue to develop and grow our membership both at the State Level and at the Chapter levels throughout the State as it is always very encouraging to meet and interact with mortgage professionals throughout the State! Continue to learn and embrace the ever changing environment within the Mortgage Industry in Florida and adapt to that change as you progress through the upcoming year!

We just completed our 18th Annual Eastern Secondary Conference and 68th Annual Convention in Orlando, and once again was a HUGE success—well attended, outstanding networking opportunities, excellent speakers and panelist and we all had some great takeaways from the entire event!

Here are just 'a few' of my own 'takeaways' from our various speakers and panelists, as these can apply to anyone in the Mortgage Industry AND very relevant for our upcoming year in the Mortgage arena:

- Target before you market!
 - Your customers WANT to hear from you!
 - Mission- no customer left behind!
 - Average mortgage transactions in a lifetime—11 per customer- be Top of Mind so they come to you for their needs!
 - Be the path of least resistance!
 - Fastest way to get a new lead is 'to create it!' (LOVE IT)
 - Many need to evolve from Order Taker to Originator to 'Trusted Advisor'!
- Customer Service drives two thirds of Member loyalty—more than price or brand!

And one of my favorites - Never a 'No' on an applications—but is a 'Not Now'
The answer is 'Yes' and let's 'Talk About How'...!

There were many more takeaways from the various speakers, economists and panels—as there are all kinds of opportunities in front of us for 2022 and into 2023! [Click Here to Access the Final Speaker Presentations](#)

[Click Here for the Final Program with Speaker and Exhibitor Information](#)

The MBA of Florida does offer many opportunities for professional growth-
Legislative Advocacy with Eric Prutsman as our Lobbyist!

- Outstanding Networking Activities- both at the State and Local Level!
- Have your voices heard by joining a Committee and help in planning out this year's activities and events!
- Educational opportunities including CE training classes at a discount
- Outstanding Speakers and Panelists
- CMB Program- information and sponsorship assistance is available

I recently went to one of our local Chapter Board Installations. The MBA of Southwest Florida has a great team and good outlook for this year with most of their events already scheduled!! Great start for the year, congrats to Mary Adams and your Board! Very nice event and very well attended!!

Let's all work together to embrace the opportunities to have very successful upcoming year, look forward to working with our Board Of Directors to make this a MEMORABLE YEAR for the MBA of Florida!!!