

Florida Association of Mortgage Brokers Education Foundation, Inc.



FAMB Foundation Education Program

Chapter Seminar Guidelines

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Mission Statement

“The FAMB Foundation desires to make a positive difference to consumers and mortgage professionals alike by enhancing their education and homeownership experience while helping fulfill the American Dream.”

The Foundation of the Florida Association of Mortgage Brokers was created exclusively for providing charitable donations, funding education for the mortgage professional and educating consumers throughout the State of Florida. Today, the Foundation concentrates on funding consumer and professional education. Working in conjunction with the FAMB School, the Foundation oversees the FAMB Faculty and maintains the course curriculum.

HISTORY OF THE FOUNDATION

The Florida Association of Mortgage Brokers created the FAMB Foundation in 2000 during the Association’s 40th anniversary celebration. The Foundation’s charity program started with the First Home Fantasy Sweepstakes. During 2000, the Foundation, through its chapter affiliates, placed five families in homes. The First Home Fantasy Sweepstakes winners received funds through the Foundation for the down payment on the purchase of their first residence. Donations from the Gulf Cost Chapter, Gold Coast Chapter (now Broward Chapter), Palm Beaches Chapter, Southwest Chapter and Volusia Chapter helped make this program successful. Funds for third party costs were paid by the Foundation and through donations from those performing services. In the months that followed, FAMB, the nation’s oldest mortgage broker association saw an opportunity to continue its service to Florida’s consumers and to set the standard in education for mortgage professionals in the Sunshine State.

On June 14, 2001, Governor Jeb Bush signed legislation requiring that all mortgage brokers and all originators be required to complete 14 hours of continuing education biennially. Four of the hours must consist of education on Chapter 494, f.s., the Florida Mortgage Brokering and Lending Act. The remainder must consist of training on primary and subordinate financing along with the laws and regulations governing the market. The units must be obtained prior to the biennial renewal of licenses. The enactment date of the change was October 1, 2001. FAMB was instrumental in securing passage of the bill.

FAMB d/b/a the Florida Association of Mortgage Brokers School is licensed to conduct continuing education courses. The Foundation helps to fund the school efforts. Originators working for Florida licensed lenders were required to complete 14 hours of continuing education effective October 1, 2002. The first biennial renewal for originators was August 2004. Account Executives will be required to take continuing education effective with the 10/1/2007 legislation.

How the Foundation Assists the Chapters

What does the Chapter receive?

The income from the non-member and supporter members is split 50/50 between the Foundation and the chapter based on the gross income. A minimum of twenty (20) paid attendees are required.

Foundation Costs

The Foundation will bear the following costs associated with the classroom CEU seminars provided to each chapter. The maximum allowable exposure to the Foundation may not exceed \$800 per seminar, excluding the instructor's fee. The following is a suggested price range for CEU seminar setup requirements.

Room Rental	\$150 to \$200
Lavaliere (Cordless Microphone)	\$65
Screen	\$35
Flip Chart with Pad and Marker	\$35
Instructor's Expenses (Travel, Meals, Hotel, etc.)	\$215 (2007-2008 average); \$670 (2007-2008 high)

Additional Costs paid by the Foundation

Instructor's Fee:

Level I	\$25 per course hour
Level II	\$50 per course hour
Level III	\$75 per course hour

(The above audio-visual and room rental charges represent industry standards for pricing. We suggest that you secure verification from the facility in writing of all charges before ordering any equipment for your seminar.)

Chapter Costs

Each chapter is responsible for the following costs for each seminar they host. These costs apply to the reimbursable seminars as well as any seminars that you wish to present based on the original cost-sharing basis established by the FAMB School.

- Postage
- Marketing & Promotion

**For your convenience, we have prepared recommendations for "Controlling Chapter Costs," "Marketing Chapter CEU Seminars" and "Setting Seminar Prices". For information and suggestions on making your seminar profitable, please refer to "Tips for Conducting a Successful Event" (pages 11 – 15).

Scheduling Requirements and Basics

Step One:

Select a date for your seminar. Please give yourself enough time to market your seminar properly. Remember, if your attendance is below 20 attendees four (4) business days prior to the seminar, the chapter president will be advised that canceling the seminar due to lack of participation may be necessary. Only the chapter president has the authority to request, cancel or change a seminar. The Foundation budget for 2008 anticipates 20 participants in the class.

The chapter may decide on their own to continue to hold the seminar however, the Foundation will not bear the costs unless circumstances change drastically due to walk-ins.

Step Two:

Select a seminar from the Catalog of Courses (page 7) listed in this manual. Please select your course based on the needs for your area and membership. Try not to repeat a course too often. Give your attendees variety.

Step Three:

Select a location for your seminar. It is important when selecting a location to keep in mind who will be attending and where they will be coming from. Easy access is usually the best bet. See Controlling Chapter Costs for more information on selecting a location for your seminar.)

Step Four:

Select an instructor from the FAMB Faculty. The Foundation will review your request for an instructor and will assign an instructor for your seminar based on the availability of the instructors certified to teach the seminar you are hosting. Requesting a specific instructor requires 60 days advance notice and instructor availability and travel.

Step Five:

Complete the seminar request form and submit it to FAMB Headquarters. Please note: FAMB headquarters must prepare the registration brochure for the seminars to post online. Complete information as to time, place, etc. is essential. The information will be posted on the FAMB and Foundation web under the Calendar icon.

NOTE: If you are holding another function in connection with your seminar, we suggest that you prepare a separate registration form promoting your speaker or function and that the funds for that particular registration be forwarded to your chapter. We realize food and room guarantees are difficult and feel that this function is controlled better on a local level. FAMB will gladly post this function on your chapter calendar.

FAMB Foundation CEU Seminar Request and Contract

Fax to FAMB Headquarters (850) 942-4654 Questions: Melissa Grosvenor 800-289-9983

****Minimum Required Attendees: 10 – Small Chapters; 15 – Mid-Size Chapters; 20 – Large Chapters.****

Chapter: _____ Chapter President: _____

Phone #: _____ Fax #: _____ E-mail: _____

*Course Requested: _____ CEU Hours: _____

*Date of Seminar: _____ *Time of Seminar: _____

***Location where seminar will take place:**

Name of Facility: _____

Address: _____ City/State/Zip: _____

***Mailing and contact information for shipment of Materials/Manuals:**

Ship to: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

***REQUIRED ITEMS**

Registration Information

Professional & Affiliate members must purchase course manuals based on \$12 per manual. This cost must be prepaid at the time the reservation is made. Supporter & Non-member manuals are included in their registration fee. For on site registrations, a completed registration form and the seminar charge are to be collected and forwarded to Headquarters. All on site registration forms and unused materials must be returned to Headquarters within two (2) business days. A UPS return label will be included with your shipment for the return. Failure to comply may result in cancellation of future seminars.

NOTE: Chapters must check identification of each attendee. Requirement FS494 10/1/07.

Marketing Assistance

The Foundation will prepare the seminar registration form. Please provide any additional information requested on the form with this contract. The chapter is responsible for promotion of the event. Any cost for mailings must be borne by the chapter. The registration form will be posted on FAMB's website. The chapter can also request an e-mail promotion for which there is no charge.

Attendance Requirement:

Chapter seminars require a minimum of twenty (20) paid participants to qualify as a Foundation event. Four (4) business days prior to an event, the chapter president will be notified if registrations are below the required 20 participants. A decision to cancel or accept financial responsibility will be decided at that time. The Foundation will profit share with the chapter on a 50/50 basis of the gross revenue, excluding manual revenue for all Foundation events.

Sponsorships

No sponsorships of education seminars are allowed. See the Foundation Education Policies (pages 8 – 9) for allowable refreshment reimbursements.

NOTE: This contract shall not prohibit a chapter from seeking sponsorships of membership meetings and chapter events.

****NOTE:** A non-member's seminar charge may be credited toward membership on the day of the seminar. Please indicate on the membership application that a credit should be applied.

The undersigned acknowledges that they have read the Continuing Education Class Procedures and agree to all requirements stated above.

Chapter President _____
Date

We have confirmed the date requested. Your instructor will be _____
A registration form for your seminar will be prepared and e-mailed to the chapter contact.

Approval Date: _____ Approved by: _____

FAMB FOUNDATION CONFIRMATION: S:\Foundation\Legal File\Seminar Request Form 2008

Catalog of CEU Courses

Two-Hour Courses

- *Evaluating and Explaining Reverse Mortgage Benefits (FAMB Course)
- *Reverse Mortgage Marketing (FAMB Course)
- *Title Closing – The Closing Process (FAMB Course)
- Coming Soon...
 - *Commercial Marketing
 - *FHA Marketing

Four-Hour Courses

- *Analyzing Income for the Self-Employed Borrower (Radian)
- *Detecting and Avoiding Fraud (Radian)
- *FHA Underwriting and Processing (FAMB Course)
- *Fundamentals of the Mortgage Loan Process (Radian)
- *HOEPA – Section 32 of Reg “Z”, Florida’s Fair Lending Law and the Private Investor (FAMB Course)
- *Navigating Interstate FS494 (FAMB Course)
- *Office of Financial Regulation Compliance Course
- *Principles of Commercial Mortgage Lending (FAMB Course)
- *Reverse Mortgages (FAMB Course)
- *The Ultimate Voice of Closing – A Course Covering Title Insurance (FAMB Course)
- *Understanding and Reviewing Appraisals (Radian)
- *VA Underwriting and Processing (FAMB Course)

NMLS-Approved Courses (Nationwide Mortgage Licensing System and Registry)

- *An Introduction to Originating and Processing FHA Loans – Course #1117
4 Hour PE Nontraditional Mortgage
- *Truth in Lending – A Review of Truth In Lending, Regulation Z and Its’ Commentary
Course #1048
4 Hour PE Federal Mortgage Law and Regulations
- *Real Estate Settlement Procedures Act (RESPA) – Course #1027
4 Hour PE Federal Mortgage Law and Regulations
- *The SAFE Act – Course #1034
3 Hour PE federal Law and Regulations
- *The New FS494 and How Your Business Will Change Forever – Course #1057
3 Hour FL PE Elective

Restricted to Foundation and FAMB Conferences (Eight-Hour Courses)

- *ABCs of FHA Lending (Northwind Financial)
- *Practical Application of Commercial Mortgage Lending (FAMB Course)
- *Managing the Compliance Maze (FAMB Course)

Foundation Policies and Procedures

The policies set forth in this manual shall apply to all classroom CEU seminars provided by the Foundation. Should any circumstance arise which is not addressed by the following policies, the Foundation reserves the right to create policies or procedures that cover said circumstance.

- Contact Headquarters by faxing a completed CEU Seminar Request and Contract form. Let us know which course(s) you would like. Our CEU Course Catalog is included in this presentation.
- No seminars are to be scheduled during June, July or August.
- While chapters are encouraged to request a specific instructor for their seminars, the final decision regarding the assignment of an instructor will be made by the Foundation. Not all instructors are certified to instruct every course. Please have an alternative instructor in mind when choosing your seminar. You may also consult the Education page of the Foundation section of the website for the Faculty listing with their course expertise. To assist with controlling costs we will endeavor to secure an instructor in or near your area.
- The Foundation, through the FAMB Headquarters, will provide a registration form in an e-mail format, which may be printed for mailing, faxing or e-mailing potential attendees. Seminar events will be posted on the FAMB website and the Foundation section of the site.
- Chapters are responsible for all promotion and marketing related to their seminar event. The Foundation will assist with a special e-mailing to members of the FAMB's Constant Contact mailing list. There is no charge for this service.
- CEU seminar attendee reservations must be processed by FAMB Headquarters. All seminar fees must be sent to FAMB Headquarters or may be charged on Visa, MasterCard or American Express. The FAMB School must maintain the CEU database and issue the certificates of completion.
- The cost for a course is \$10 per credit hour for Supporter members and \$20 for Non-members. The cost is free to all Professional, Additional Professional, Originator, Additional Originator, Affiliate and Additional Affiliate members.
- The Foundation's contributions may not exceed the maximum \$800 cost structure listed in this manual, excluding instructor's fees. If the Chapter expends funds for receptions, postage, etc., those costs shall be borne by the chapter.

Foundation Policies and Procedures - continued

- Each Professional, Additional Professional, Originator, Additional Originator, Affiliate or Additional Affiliate will be charged a \$12 materials fee. **NOTE:** Manuals vary from \$3.95 per book to \$25 for Radian course manuals. The charge of \$12 represents an average fee. Supporter and Non-member registration fees include the manual.
- FAMB Headquarters must receive reimbursable invoices for AV (audiovisual) or room rental must be received within thirty (30) days of the date of the seminar. Otherwise, the chapter will not receive a reimbursement.
- Prior to the scheduled seminar, the chapter contact will be faxed a complete list of attendees showing the amount paid by each one registered.
- Seminars must have a minimum of twenty (20) paid participants registered at least four (4) days prior to the seminar or the event will be cancelled. Only the chapter president has the authority to request, cancel or change a seminar. **The chapter may decide on their own to continue to hold the seminar however, the Foundation will not bear the costs unless circumstances change drastically due to walk-ins.**
- Materials for the class (manuals, the roster and the certificates of completion) will be shipped to the chapter contact as requested. Certificates of completion for walk-in attendees will be mailed to the participants as soon as the roster is received by Headquarters.
- Within 24 hours after the seminar, the chapter contact or the instructor must send FAMB Headquarters the complete roster, the list of any attendees who walked in, along with any checks or charges and any unused materials. Headquarters furnishes a UPS return envelope for this purpose. Timely submission of the roster and payments is mandatory within two (2) days of the seminar. Florida law requires that FAMB Headquarters complete and mail certificates within five (5) days of the seminar.
- Walk-ins may be charged a \$20 service fee for the mailing of certificates and materials. Assessment of this service fee is at the chapter's discretion. If Headquarters processes a fee, the monies will be forwarded to the chapter.
- Headquarters sends extra materials for each seminar. Should the walk-in count exceed the materials available, the walk-in attendee(s) should be asked to share a book with the understanding that Headquarters will ship materials to them later. **NOTE:** A UPS Ground label is furnished for returning books. Do not keep the extra materials. If they are out of date, we cannot return them to Radian for credit.

Two-Hour Seminar Policies

- *Faculty levels and rate of pay remain the same as the four and eight-hour courses.
- *Instructors will be reimbursed for mileage expenses only. Chapters should endeavor to secure an instructor from their area. There will be no expense reimbursement for hotel, airlines or meals. These rules apply unless unusual circumstances exist.
- *The attendee costs per credit hour will remain the same as the other courses.
- *There will be the usual 50/50 split from Non-member and Supporter members based on gross income.
- *The maximum allowable exposure to the Foundation will be \$400 per seminar, excluding the instructor's fee.
- *There will not be a food or beverage allowance given to the chapter.

Member Bring a Non-member Program

The Foundation offers this program in an effort to help increase attendance at your chapter's education seminars and increase membership in the FAMB. Chapters have the opportunity to offer this program twice during the education calendar year.

1. Choose a seminar.
2. Attain the minimum number of twenty (20) paid attendees. **Guests and Education Subscribers do not count towards the minimum of 20 attendees. Education Subscribers may not participate as Guests.**
3. The Foundation will allow one non-member free entry for every member attending the designated seminar. The member must be registered and paid for the seminar. The member may be a Professional, Originator, Affiliate or Supporter.
4. Headquarters will create a seminar registration form with the program information. Registration for the guest may only be made by mail or fax.
5. There is no charge to the chapter for the extra materials/manuals.
6. Identify the guest attendee when they arrive on site to check in.
7. Have your membership chair present to pitch FAMB membership. Headquarters will send membership brochures for this purpose.

Tips for Conducting a Successful Event

You may find these reminders helpful in preparing for your event.

Marketing

Give yourself ample time to market the seminar to members and non-members by more than one method of communication. We suggest a minimum of 60 days lead-time.

- Be certain to stress that members receive benefits. Professionals, Additional Professionals, Originators, Additional Originators, Affiliates and Additional Affiliates only pay the cost of materials - \$12. Stress that Supporters receive a 50% discount.
- Use your fax and e-mail tree to promote the seminars.
- Ask wholesalers and your chapter members to e-mail or fax the notice.
- For those wholesalers visiting offices, ask if they can print a copy of the notice for delivery to their clients.
- Avoid mailing to all licensees as postage costs are a chapter expense. Try mailing to the companies only.
- Many newspapers will allow you to place information on their calendars since you are a not-for-profit corporation. Some have minimal charges.
- Use the morning TV calendars to market your events.
- Use the FAMB's Constant Contact service (there is no charge to the chapters) to e-mail members of the mailing list.

Location

- If you have a location that your Chapter frequently uses for meetings or other functions, you will probably receive the best deal from this provider.
- Holding a chapter meeting in conjunction with a seminar will allow you to use the space reserved for more than one function and may significantly reduce costs for the chapter meeting and seminar.
- Try to find locations that will be convenient for most attendees. Take into account traffic and drive-in time.
- Avoid locations that are too "upscale" to be profitable.
- Try using venues such as civic halls, Shriner or legion halls.
- Check to see if anything is included with your room rental charge such as audiovisual fees.
- Verify cancellation policies in writing.
- Check prices of several locations.
- Will the location allow you to provide food or beverage service for your scheduled breaks?
- Is the use of your own AV equipment prohibited?
- Are there patch fees for using their sound system?

Tips for Conducting a Successful Event - continued

Audiovisual

FAMB INSTRUCTORS HAVE THEIR OWN LAPTOPS AND LCD

PROJECTORS. THE CHAPTER MUST ORDER A SCREEN. Check to see if the instructor needs a cordless microphone and/or flip chart. Generally, if classes are over 25 to 30 people a cordless microphone will be needed.

- Before you order audiovisual, check to see if you are permitted by the facility to use an outside company to provide equipment. If so, you will need to get bids from different companies for providing the equipment.
- Are there any additional charges (patch fees) for connecting into the house sound system?
- Ask the facility to furnish you the cost breakdown in writing.

Postage

Postage can be a significant cost for producing a seminar. **Postage for marketing and promotion of the seminar is the responsibility of the chapter.** See our suggestions under the Marketing section.

Instructor Fee and Expense

Each chapter may request the instructor that they would like for their seminar. The Foundation reserves the right to approve and assign instructors based on availability, certification and other cost factors involved. The chapter's request for a certain instructor must be submitted sixty (60) days in advance of the event.

Tips Continued – Pricing Worksheet

The following is to help the chapter assess the costs of conducting seminars.

Foundation Costs	Chapter's Expense Marketing
Room Rental	Postage
Audiovisual (Screen, Microphone, Flip Chart)	Marketing/Promotion/Other
Instructor Expense	Miscellaneous
Maximum Total Foundation Expense: \$800	Total

Prices should reflect the Foundation's policy with regard to FAMB membership discounts, manuals and optional food or beverage additions. Discounts and special offers, if desired, should be considered after the hard costs for your event have been determined.

Remember to include tax and gratuity for food, beverages, room rental and any other services requested for the seminar.

Taking a moment to review the projected costs of your seminar and looking at the "big picture" will help you stay on track and prevent you from going over your budget, resulting in a less than profitable event.

Set a Marketing Timeline: Set a chapter timeline for promoting the seminar. Remember to give yourself ample time. A good rule is to send out a minimum of three notices regarding your event.

Sample Timeline

1. **Approval:** Location and date approved by FAMB.
2. **Date of Seminar:** Mark the date, the cut-off deadline and the target date for each of your marketing efforts. This will give accuracy to your timeline.
3. **Cut-Off Date for Registration:** Keep this date in mind! Sending notices out at the last minute can help raise your attendance. Remember to modify the information so that potential attendees are aware that they may have to register on site if they try to register after the deadline.
4. **Review marketing techniques** that have worked in the past for your chapter.
5. **Assign chapter members** to each marketing task such as e-mail, fax, telephone, etc.
6. **Set a date for the initial e-mail broadcast** to members and non-members on your list. Be sure to attach the registration information.
7. **Set a date to have the registration information printed** if you plan to do a mailing. Set a date for the attendees to send in the registration form(s).
8. **Set a date for the second e-mail broadcast:** Subject: Registration Deadline Approaches. Be sure to attach the registration information. The broadcast should be sent two weeks before the registration cut-off.
9. **Set a date for a fax broadcast:** Do this two weeks prior to the registration cut-off.

Tips for Conducting a Successful Event - continued

Reaching Non-members

Non-members will be in the market for quality CEU credits however, spending money on printing and postage to get your message out increases your costs with no guarantee. Postage can be a significant cost factor for a minimal return on your investment. For example, if your chapter has 30 members and you mail registration information and incur the cost of postage for 300 non-members, your costs have outweighed the benefit of the few non-members who might register. Be creative; use your members and other business contacts to spread the word about your seminar. Ask members to submit two e-mail addresses for business contacts they know are not members. Have your membership committee call mortgage businesses and ask for e-mails or fax numbers.

If you have a sponsor willing to sponsor postage, then perhaps mailing a flyer or registration information to as many brokers as possible is realistic. However, is it the best use of the sponsor's monetary support? If you take advantage of the low or no cost methods for promoting your event, the sponsor might receive more recognition at a reception following the seminar. Weigh the benefits of sponsorship to the seminar and make the most of your available resources.

Alternatives for Reaching Non-members

Use your membership, your wholesalers and other business contacts. Provide them with single page flyers promoting the seminar to distribute while they are out making calls. Hold a membership contest tied to the seminar. Talk to the other chapters to find out how they attract non-members to their events. Get your membership committee together and make your own calls on mortgage businesses that are not members in your area. Give each member two businesses to visit. Have them drop off flyers for the seminar and FAMB membership applications. A door-to-door blitz is very effective with little cost and the number of people reached adds up quickly.

Sponsorships

The Foundation does not allow chapters to solicit break sponsors. Please note that the Foundation provides a break allowance. They do not prohibit chapters from securing a luncheon or dinner sponsor before or after the event. Sponsors are a great way to reduce your costs, add enhancements and give your event a first class appearance.

- Postage Sponsor
- Luncheon Sponsor
- Reception Sponsor
- Pads, Pens & Highlighters Sponsor

Tips for Conducting a Successful Event - continued

Networking

Talk to other chapters about how they market their seminars. Both large and small chapters have hosted successful and profitable seminars. Take advantage of their expertise, advice and history. Other chapters are sometimes a forgotten resource - use them!

Worst Case Scenario - Canceling a Seminar

Even the best efforts are sometimes not enough. If your seminar falls short of the required minimum number of attendees and you find yourself in a cancellation situation. Remember - Only the chapter president has the authority to request, cancel or change a seminar.

Here are a few tips to consider:

1. **Review your contract with the location/facility** for the seminar and any service providers such as audiovisual equipment, food and beverage, etc. Familiarize yourself with their policies before you make the call to cancel.
2. **Contact the location/facility and explain the situation.** Ask them if they will consider waiving the cancellation fee if you rebook the seminar with them within the next 3-6 months.
3. **Check with the other chapters in your area** to see if a seminar joint venture is a possibility.
4. **Review everything relating to this seminar** and try to determine what was ineffective.
 - Did you give yourself enough time to promote the seminar?
 - Was the course selection not popular?
 - Did you review the courses the chapter has offered in the past?
 - Was the course a repeat for your area?
 - Was the topic of the course repeated too soon?
 - Did you reach enough people?
 - Were your marketing efforts effective?
 - Was pricing an issue?
 - Was the location an issue?
 - Did you select a bad time of year?
 - Have you held too many seminars in a short span of time? Be careful not to saturate your area with too many seminars in too short a time span.

Figuring out what went wrong or what might work better the next time will help you decide how to approach a rescheduled seminar.