



Equipping Mortgage Professionals with the most effective Learning Systems in the industry.



Discover the Formula for Your Success

XINNIX
THE MORTGAGE ACADEMY OF EXCELLENCE.™

XINNIX. Power your success.

How do you measure success? Excellence in business management, growth in production, a strong, stable sales force, or perhaps a combination of all of the above? However you measure it, one thing is certain – it takes a clearly devised strategy – a proven formula – to understand and address the factors that determine your ultimate success in the mortgage industry.

Revolutionary Learning. Exceptionally Skilled Instruction.

As the nation's leading mortgage training academy, we have engineered a proven adult learning formula that consistently results in measurable student successes in all market conditions. Our clients range from small mortgage firms to many of the country's largest mortgage banking institutions, with many of the nations most noted and recognizable producers and leaders being XINNIX alumni.

The Formula

Founded on the tested and proven premise that quality education is critical to industry success, XINNIX is built on a comprehensive suite of learning systems that result in infinite possibilities for your business. For too many years, our industry has accepted the notion that quality training is not a prerequisite for professionalism and performance.

XINNIX-trained mortgage professionals display a noticeable difference in mindset and skills versus individuals without XINNIX training. We deliver learning systems designed to enhance skills for life. Founded by industry veterans, we are the leading provider of comprehensive mortgage sales and leadership development programs. Our comprehensive curricula, certified instructors and exclusive teaching methods combine to deliver essential knowledge, advanced sales skills, leadership disciplines and professional ethics proven to enhance productivity, effectiveness and profitability – for individuals, teams and companies.

Our Commitment

The mortgage industry deserves to be one of the most respected financial service professions, period. Our ultimate mission is to dramatically raise the level of accepted standards for education, professionalism, client service and accountability, from the individual to the CEO.



From individual core learning programs to fully customized solutions, XINNIX can tailor an outsourced training solution to maximize performance.

Proven Learning Solutions Customized to Your Needs

Each XINNIX program is designed to meet one's specific growth and development needs. We recognize that no two organizations or individuals are exactly the same, so we've designed our teaching methods to integrate each individual's unique skills and operating environments into a highly personalized, hands-on learning experience.

Expertly Designed Programs

- LEADERSHIP – Managers
- EDGE – Experienced Loan Officers
- ROADMAP – In-house Loan Officers
- ORIGINATOR – New Loan Officers
- ADVANTAGE – Wholesale AEs
- DIFFERENCE – Performance Coaching

Individuals are immersed in exercises requiring enhanced self-awareness and the application of best practices and methods in "real world" business scenarios – creating maximum results and learning retention.



Over a 16 month period, 99 out of 101 Branch Managers from a leading mortgage company attended XINNIX LEADERSHIP and remained employed, while industry turnover rates exceeded 40%.



Over an 8 month period, 53 out of 56 Loan Officers from a leading mortgage company attended The XINNIX EDGE and remained employed, while industry turnover rates exceeded 40%.



Graduates of the XINNIX ORIGINATOR program from one mortgage company achieved a success rate of 24 of 29 hires with average new Loan Officer production of \$11.05 million.



From 2002 to 2006, XINNIX-trained new Loan Officers accounted for more than 40% of Mortgage Originator Magazine's recognized Rookie Superstars.



There are no shortcuts to excellence.

In my experience, true professionals have a commitment to training, performance and personal accountability. I personally invite you to learn more about our proven training and growth solutions and enhance your sales and leadership performance with the most proven and skilled team of mortgage training professionals in the industry.

Casey Cunningham
XINNIX President & Founder

Corporate Solutions

XINNIX partners with companies interested in growing production, increasing retention and enhancing their existing recruiting efforts. We also specialize in working directly with existing training teams, combining our respective strengths for the purpose of creating the most cost effective and powerful training platforms possible.

FOR MANAGERS

XINNIX LEADERSHIP. The major factor that determines success in business, is a sales manager's ability to lead. This proven program is essential for those seeking to strengthen recruiting efforts, achieve production growth and gain competitive industry advantages.

FOR EXPERIENCED LOAN OFFICERS

XINNIX EDGE. Learn the tactical steps to enhance your sales, increase your income, organize your business, prospect more effectively and improve your life. Experience how thousands of professional Loan Officers have been empowered to grow their production.

FOR IN-HOUSE LOAN OFFICERS

RENEW ROADMAP. This highly specialized training program is designed to provide all stakeholders (including "in-house" Loan Officers, sales managers and company leaders) with the knowledge and tools necessary to maximize production, capture rates and revenue goals.

FOR NEW LOAN OFFICERS

XINNIX ORIGINATOR. Our comprehensive mortgage certification training and professional skills-building program graduates the most highly productive new Loan Officers in the industry. This course is for serious students willing to meet the highest performance standards.

FOR WHOLESALE ACCOUNT EXECUTIVES

XINNIX ADVANTAGE. This program provides the essential knowledge, skills, strategies, and business disciplines proven to grow production and accelerate success.

FOR INDIVIDUALS AND TEAMS

XINNIX DIFFERENCE. Combining world-class mortgage training with Certified Professional Coaches will help you reach professional success and personal fulfillment beyond your wildest dreams! Our Train&Coach formula is unmatched anywhere in the mortgage industry.

Industry Leaders speak:
XINNIX is the proven solution for dramatically increasing your production and improving your quality of life.



"My personal production zoomed from \$60 million to \$125 million in the year immediately following my XINNIX EDGE training. Quite simply, no other training formula even comes close to adding the impact of XINNIX. I recommend XINNIX as the only solution you should ever consider for growing your production."

Mark Baker, #30 in 2006
As ranked by Mortgage Originator Magazine



Visit XINNIX.com for detailed program agendas



The XINNIX campus in Atlanta, Georgia is a state-of-the-art training facility featuring amenities and technology that maximize comfort and learning effectiveness.

XINNIX training is conducted at any location that best serves the needs of our clients.

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