

## Linda Hitchcock joins Peak Performance Resources as Managing Partner

Peak Performance Resources welcomes a new partner! With Sherry Jordan's decision to leave the partnership to focus on Leadership and Career Coaching within and outside the mortgage industry, Betsy Clarke Cavanna and Linda Fox sought a new partner to complement their experience and skill sets, and that new partner is Linda Hitchcock, whom many of you already know.

Those of you who know her will appreciate her thoughts on our industry and her decision to join Peak Performance Resources, Inc. If you have not been familiar with Linda previously, this newsletter is a good opportunity to meet her and hear her thoughts about our industry and how Peak Performance can help you continue to survive, change, and expand to meet the challenges ahead.

### Thoughts from Linda

#### *Current opportunities in the mortgage business*

Having been in business for more than 25 years, I continue to be amazed at how the mortgage industry continues to re-invent itself as market opportunities shift. Often change is forced upon us and resisting change almost seems easier than looking at the opportunities that change presents. Yet, as I look around at many long time friends who have survived the mortgage meltdown, I see that those who embraced tough decisions to move on found new doors of opportunity opened in areas they had never dreamed of or expected to be possible. This is not to say that everyone is doing great and has fully recovered from the traumas of the past 24 months in the mortgage industry. But it does

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show that adversity fosters creativity and many of us have found the right path to move forward. I joined Peak Performance in June as a Managing Partner. Betsy and I have known each other for many years, and when we examined all the reasons why we should link up our talents, we came to the conclusion based on the current market environment that companies need our collective services. We have found many companies recognize the need to rethink how they do business today, whether they are expanding into new business areas, or changing their business plans to be more scalable or to capture opportunities to own more of the mortgage process. Many companies are expanding or rebuilding their businesses, carefully and cautiously, and are unwilling to create fixed cost burdens that come with expanding their senior

management team. That's where Peak Performance Resources comes in.

The experience that Betsy, Linda Fox and I have acquired allows us to bring expertise to companies in the increments they need while offering consulting services which cover the entire mortgage process from Sales to Post Closing.

- We can provide detailed operational reviews that identify improvement opportunities to process and risk management. These reviews are highly tailored to the specific lender's needs.
- We are working with several companies to help them build or expand retail, wholesale and correspondent business channels with focus on minimizing fixed costs while emphasizing the need for the right controls.
- Demand for thorough due diligence on clients of warehouse banks and correspondent lenders has become a large part of our services because of our broad-based mortgage experience.
- A number of our clients rely on us to provide policy and procedures, lending guides and credit policy for their organization, preferring not to retain full-time technical writers on staff.

## Visit us on the Web!

We've recently updated our Web site with new products offerings and biographical information on our team. Visit us at [www.PPRInc.biz](http://www.PPRInc.biz) to read more about what Peak Performance Resources can do to help you reach your goals today.



## Contact Us

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As the word has spread about the Peak Performance Resource team, we have benefited from the endorsement of many of you. We rely most on our friends and business acquaintances we trust when giving and making recommendations so if you or one of your customers does not have the resources to meet their business objectives, we hope you will think of Peak Performance.

For more information or to congratulate Linda on this move, contact her directly:

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## AVAILABLE CONSULTING SERVICES

Our combined expertise allows us to offer consultation in the following areas:

- ⇨ Operational Review
- ⇨ Secondary Marketing Analysis
- ⇨ New Business Development
- ⇨ Strategic Planning
- ⇨ Due Diligence
- ⇨ Policies & Procedures
- ⇨ Agency Approvals

## Pe▲k Perform▲nce Resources, Inc.