

using handheld devices about a number of important issues impacting Canada's mortgage industry. They also were given a peek at some of the results from the survey, which resulted from 850 telephone interviews with mortgage purchasers.

CIMBL's membership will learn more about the survey results over the coming months, however, it is important to note that the 2001 survey indicated 25% of purchasers used a mortgage broker, compared to just 14% in 1999. An astounding 75% increase in the use of brokers in just two years!

A number of other business sessions were held, each of which contained a variety of valuable industry information. They included:

- Two seminars conducted by Floyd Wickman, salesman, speaker, trainer and author: How to Become, Stay and Feel Successful, and, How to be a Champion in Customer Service.
- How to Win at Asset Quality – Credit and Collateral: understanding how to enhance your performance.
- Where Commercial is Headed in 2002: an expert panel of Commercial Mortgage Professionals shared their views.
- The Future through the Eyes of Canada's Mortgage Champions: industry leaders shared their vision of the future in Canada's mortgage industry.
- So You Want to do Commercial: those who have "been there, done that" shared proven techniques that have helped them succeed at commercial lending and brokering.

The enthusiasm of CIMBL's elected leaders (see photo top right) and staff, the passion and commitment to the industry displayed by conference speakers, and the optimism about the future of Canada's mortgage industry exhibited by conference delegates suggests that Canada's mortgage industry is strong, united, and committed to providing mortgage consumers with professional service. It also serves as solid evidence that CIMBL, in just six short

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Inset: **Wayne Proctor (Past-President).**

years, has remained focused on its mission: advancing Canada's mortgage industry through advocacy, coordination, information and professionalism.

As the conference began, Ric McGratten, Chairman of the Conference & Trade Show Committee, promised delegates that the conference program would provide them with information that would help improve the bottom line of their businesses, expand knowledge of their markets, and provide them with a greater understanding of the opportunities that lie ahead. Ric and his Committee should be proud of

their efforts. My dialogue with delegates suggests they more than succeeded in accomplishing their objectives.

All of which leaves me wondering what CIMBL's 2002 Conference and Trade Show has in store – this effort will be tough to top. Having met CIMBL's staff and a number of association volunteers, I suspect they're already sifting through evaluation forms and considering delegate suggestions for next year. If you missed "The Challenge of Champions," be sure to attend CIMBL's 2002 conference – you won't be disappointed! □