

Bestselling Authors Simon Sinek and Molly Bloom to Join AIME Fuse 2021 as Keynote Speakers

Both speakers to bring their unique blend of expertise and motivational insight to Las Vegas

Philadelphia, July 28, 2021 - The Association of Independent Mortgage Experts (AIME), a non-profit, national trade membership association created exclusively for independent mortgage brokers, today announced that bestselling author and global business consultant Simon Sinek will be a keynote speaker at the 4th annual [AIME Fuse National Conference](#), the largest nationwide gathering of independent mortgage professionals. Sinek's insights as an internationally acclaimed speaker, business leader and author of three New York Times bestselling books such as *Start With Why* on inspiration, business, and entrepreneurship bring added depth to this year's conference. AIME also announced that entrepreneur and author Molly Bloom, most notably known for her best-selling memoir *Molly's Game*, will deliver a keynote address in Las Vegas at the Bellagio Hotel and Casino.

Sinek, who describes himself as an "unshakable optimist", has dedicated his professional career to advancing a vision of the world in which the vast majority of people wake up every single morning inspired and end the day fulfilled by the work that they do. His non-traditional and innovative views on business and leadership have attracted international attention and acclaim. Sinek is perhaps best known for popularizing the concept of WHY, which he described in one of the most highly viewed TED Talks in 2009 and his global bestseller *Start With Why*.

Sinek's keynote speech at AIME Fuse 2021 will discuss educational insights for mortgage brokers seeking to grow or maintain sustainable business models and is well suited for wholesale mortgage originators as they compete with retail businesses across the country. Sinek's mindset is incredibly useful in a business environment defined by frequent technological disruption and continuous change, Sinek's passionate approach has been cited for inspiring business enterprises and millions of entrepreneurs to push further by elevating business improvement and strategic engagement — playing "the infinite game" — over the less scalable "finite" metrics of winning and losing.

"Inspiration, execution, and scalability are vital attributes that ensure successful business models within the mortgage industry," said Katie Sweeney, CEO of AIME. "In today's

environment of advanced innovation across the wholesale channel, brokers need to invoke curiosity as a problem solving tool in order to truly grow market share. Fuse will provide an opportunity for independent mortgage brokers to learn from inspirational thought leaders to empower their own business through the combined power of people and technology.”

Molly's Game, which was adapted into an award-winning film of the same name, follows Molly Bloom's journey as a former U.S Ski Team member and Olympic hopeful turned college student and waitress who found herself building one of the largest and most exclusive underground poker games in the world. Bloom's execution of an unparalleled experience at her games attracted high-value individuals and celebrities playing with hundreds of millions of dollars.

After years of successful operations, a lack of focus eventually led to Molly's downfall.. Rather than giving in to her setback, Molly learned from her missteps and pivoted the obstacles she'd faced throughout her life into opportunity and has since appeared on numerous television programs, and media outlets such as *The Ellen Degeneres Show*, *The Los Angeles Times*, *NPR*, and *Vulture*. Bloom will focus the power of creating an exclusive experience for your customers that makes every client feel like the only customer. Bloom will also share the power of authenticity and why you should always bet on yourself through true stories and life lessons that show when you bet on yourself in business, you can always win.

“Being able to grow and adapt despite any obstacles we may encounter is a vital aspect of the mortgage broker model,” said Sweeney. “I have no doubt that Molly will push Fuse attendees to expand their horizons and look at how to strategically approach and adapt to a customer culture that amplifies the client for life experience which our channel strives to achieve each and every day. I'm also very excited to feature our first ever female keynote on the AIME Fuse main stage.”

Sinek and Bloom will be joining five-time NBA champion, Naismith Memorial Hall of Famer and inspirational philanthropist Earvin “Magic” Johnson as a keynote speaker at AIME Fuse 2021 which they trade association previously announced in May of this year. Johnson will share his experience as an enterprising businessman and philanthropist, who has inspired communities and empowered countless individuals in the process.

“2021 has been a remarkable year for independent mortgage broker growth and we are tremendously proud of the progress our community has made, which is why it is so meaningful to host such impactful keynote speakers at our nationwide conference,” said Marc Summers, President of AIME. “You can feel the excitement building for this event and I know our members are ready to come together and celebrate our wins from the past year.”

AIME created the Fuse National Conference to aid in its mission to support and empower independent mortgage brokers. The conference will feature well-known speakers and top-name

exhibitors who provide AIME members with the tools, resources and support necessary to successfully advise consumers with their residential mortgage needs. Attendees will network with broker owners, loan originators and mortgage professionals from across the country in the largest gathering of independent brokers within the wholesale mortgage industry.

As the wholesale channel continues to move forward into the second half of 2021, AIME is very excited to announce that it has seen record levels of interest in this year's Fuse National Conference. Fuse is a culmination of the hard work and determination of the broker channel and an opportunity to experience the power of the broker community with a once in a lifetime chance to collaborate with top producers and game changers in the mortgage industry. AIME looks forward to giving brokers the tools needed to continue growing broker market share to 25% and beyond.

About Association of Independent Mortgage Experts

The Association of Independent Mortgage Experts (AIME) is a non-profit, national trade membership association created exclusively for independent mortgage brokers. With over 40,000 members, AIME is committed to establishing a community of independent mortgage experts by creating an association that empowers them with unparalleled technology, continued education and networking support necessary to successfully advise consumers nationwide with their residential mortgage needs. AIME operates with a growth-focused strategy, providing tools and resources to propel the wholesale channel beyond a 25% share of the mortgage market in 2021 and beyond.

###

Bill Conallen
communications@aimegroup.com
267-322-0522