

## **FOR IMMEDIATE RELEASE**

### **PRESS RELEASE**



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### **Republic Mortgage Chooses PEAK Sales Consulting for Implementing Sales & Marketing Automation System**

**Las Vegas, NV.** — Peak Sales Consulting, a sales consultancy firm located here, was chosen to implement a new Sales & Marketing Automation System for Republic Mortgage. **Republic Mortgage**, a leading mortgage loan provider located here in Las Vegas and in Henderson, **employed PEAK Sales Consulting to implement their new GoldMine Software system and to train their employees.**

“This new system will now allow us to profile our clients and send targeted mailings to specific candidates,” stated Brenda Stoney, VP for Republic Mortgage. “Not only will this save a tremendous amount of marketing expenses by sending the right information to the right targeted audience, but it will dramatically increase our revenue and customer loyalty,” added Stoney.

“Businesses always benefit from automating their marketing and sales processes. I applaud Republic Mortgage for taking that difficult step backward so they can take many forward,” said Russ Lombardo, President of PEAK Sales Consulting, LLC.

#### **About PEAK Sales Consulting, LLC**

PEAK Sales Consulting, LLC ([www.PeakSalesConsulting.com](http://www.PeakSalesConsulting.com)) is headquartered in Las Vegas, NV. Russ Lombardo, President/Owner of PEAK Sales Consulting, is an experienced sales specialist, speaker and trainer. Russ works with sales executives and sales teams to develop processes for dramatically improving results and increasing revenue. Russ is also the author of the forthcoming book, “Customer Relationship Management For The Common Man.” He can be reached at 702-655-5652 or [russ@peaksalesconsulting.com](mailto:russ@peaksalesconsulting.com).

#### **About Republic Mortgage**

Republic Mortgage ([www.republicmortgage.com](http://www.republicmortgage.com)) is committed to leading the mortgage industry through professionalism and dedication to customer service and satisfaction. Their strength is generated from the commitment to their clients and their industry. Republic Mortgage is founded on the principle that excellence is a requirement, not a goal. Republic Mortgage has two locations: 9580 W. Sahara, Suite 200 Las Vegas (800-574-1757) and 1401 N. Green Valley Parkway Henderson (800-801-4535).

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