



Personalized from you FREE!

Excerpt from our newsletter mailed to REALTORS

Sell More Homes With Our Keep In Touch System! True Purchase Story

A REALTOR® referred a first time homebuyer to us last June, but we could not approve him at the time. We gave him advice for a future approval. Our team kept in touch and continued to answer questions to help him reach his goal. Our **co-branded email campaign** kept our information and the REALTOR's information in front of the customer. Thanks to our Keep In Touch system and great communication, we are closing his loan a year later and with the same REALTOR®!

Could you use this type of personalized service? Let's Talk! Call me to set up a time I can show you my system.



Direct Fannie Mae and Ginnie Mae Seller.

24-Hour Underwriting Turn Time with Direct Access

FREE Marketing Support



One Loan Officer who **closed 9 loans** averaged only **15.11** business days from application to CTC in June.

HOW?
See inside...

God Bless the troops serving to preserve our freedom.

EQUITY RESOURCES, INC.
more than a mortgage company

We proudly offer FHA, VA, Conventional & USDA Rural Development Home Loans.



Join the Equity Resources Team!

Call or text 614-327-5353 or email TPiecenski@callequity.net and **LET'S MEET** for a casual chat.

Our Company averaged **20.54** business days from application to CTC in June 2014

FROM
App Date
to CTC
(Clear to Close)

VA Loan
20 working days!

FHA Loan
13 working days!

RD Loan
21 working days!

VA Loan
18 working days!

Conv Loan
12 working days!

Why Do REALTORS® Refer Their Buyers to Equity Resources?

True REALTOR® comments from the past few months.

"You almost always seem ready to close before settlement date."

"As always, a smooth transaction from start to finish."

"You exceed ALL expectations! You are the BEST in the business!"

"Our buyer had quite a few hills to climb. Your staff was extremely patient and encouraging."

"Explanations were very clear to my first time homebuyers, which made them less nervous."

"Communication is great and everything goes smooth."

"There are never any last minute surprises. Awesome communication!"

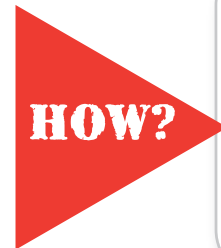
"Quickest USDA closing we've ever had."

"Very fast and smooth transaction."

"You are on top of things at all times."

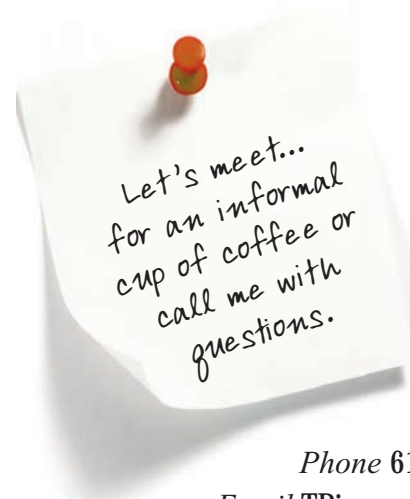


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Our processing is built best for those who:

1. Are knowledgeable about what is needed and get it up-front.
2. Take a complete application.



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FREE Savings Analysis! www.CallEquity.com

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Leave it to us!

We have a dedicated marketing department that promotes your targeted marketing message along with a strategic K.I.T. (keep in touch) program to continually keep you top of mind with your valued clients and referral partners.

your picture here.

The collage features several marketing pieces:

- Resource Newsletter:** Includes sections like 'Sit Back & Relax', 'Cheapest Summer Travel', '3 Tips for the Most Relaxing Vacation', 'The Hottest Day on Earth!', and 'Smart Savings for Back to School'.
- 8 Tips for Keeping Your Home:** A list of home maintenance tips.
- Brain Freeze! Ice Cream Fun Facts:** A graphic with facts like '7/20 National Ice Cream Day', '98% of all households purchase ice cream', and '48 PINTS! Who eats the most ice cream in the world? Americans'.
- Top 10 Most Popular Cities for Summer Travel:** Lists cities like Las Vegas, Los Angeles, Orlando, Honolulu, San Francisco, Seattle, New York, Chicago, Denver, and Miami.
- Smart Savings for Back to School:** A graphic stating '21% of consumers plan to spend LESS overall on back to school shopping this year!'
- Know Someone Ready to Buy a Home? I can help!** A card with a phone number and a 'FREE Pre-Qualification at www.callequity.com' link.

The Resource Newsletter is designed and mailed each month to your closed loan clients. Each issue includes your contact information and can be personalized. No need to lift a finger! You're free to concentrate on contacting leads and closing loans.

Loan Officer Testimonials!

I was impressed with how customer-focused each department was and how efficient operations run. I really liked how everyone understands the importance of the referral source, and by growing their business, it translates into more business for us loan officers!

-Andrea Twardy 2.5 years at Equity Resources, Inc.

Marketing was able to provide mailers, newsletters, flyers, e-mail campaigns, and personal webpages right from the start. This allowed me a lot of face-time in front of agents. Also, the company places a high focus on educating, encouraging, and helping borrowers make the right loan choice. I strongly believe it's important to do a loan when there is a true benefit for the client, and Equity Resources, Inc. believes that is the right thing to do.

-Shane Marzullo 4.5 years at Equity Resources, Inc.

A+ rating with the Better Business Bureau We proudly lend in AL, DC, DE, FL, GA, IN, KY, MD, MI, NC, OH, PA, SC and VA.

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