

# Borrower-Friendly® Mortgage Solutions

## Mortgage News for a Changing Economy

December 2009



### Mortgage Professionals: Some Help and Some Can Hinder.

Prospective buyers and existing homeowners are facing unprecedented challenges obtaining home financing. Sadly, one thing that continues to bog down the system is lack of knowledge and professionalism on the part of people in the industry. Prior to the current downturn, such things as knowledge, dedication and attention to detail were not really needed to succeed. If your client had a pulse, you could get them a loan. As a result, today there are still many on the mortgage industry side that cannot answer questions that go beyond lending basics. What's worse, they seem to lack the ability or desire to try to discover the answer using available resources.

Case in Point: When a client of mine was denied because there was "a continuity of obligation issue" the lender's branch manager, the bearer of the bad news, could not explain what that meant. Our quick research revealed the lender had arrived at a wrong conclusion. Ultimately, the loan was approved but not without unnecessary delays.

### You Need a Borrower-Friendly Mortgage Specialist on Your Side.

You need access to reputable mortgage professionals with the knowledge and experience needed to overcome these obstacles. Our members have an extensive background in the mortgage industry and we understand the nuances of the market. Our team's determination to cater to our clients' specific needs, coupled with our market expertise and attention to detail, allows our members to deliver first-class "Borrower-Friendly" service.



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