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# MORTGAGE PLANNING FOR MORTGAGE ADVISORS

Part I: Concepts of Real  
Estate Finance

**Dave Hershman**

**OriginationPro**

# DAVE HERSHMAN

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- ✘ Produced almost 600 transactions in his first 18 months in the industry—including closing 60 in his 12th month;
- ✘ Run sales forces for large production organizations;
- ✘ Directed the sales force for the largest mortgage technology organization;
- ✘ Written seven books in the areas of finance, management, sales & marketing—including two best-sellers published by the MBA;
- ✘ Helped found a Federal Bank, serving as a board of director;
- ✘ Been a keynote speaker at hundreds of industry events



[www.OriginationPro.com](http://www.OriginationPro.com)

# OUR GOALS TODAY

- Legislative Update
- What is a certified mortgage advisor
- What does it mean to be an advisor
- What do you have to know to become an expert advisor
- Topic #1—The real estate process
- Topic #2—Three economic reasons to own
- Topic #3--Rate advice
- Topic #4--Real estate finance concepts
- NewsletterPro System

**And  
Coaching  
—Q&A  
on any  
topic**

# NEWS: BOND MARKET MELTDOWN

- Bond Market Meltdown—Isolated incident or sign of things to come?
  - I have been warning of volatility all year based upon two sources of conflict.
  - On one side: slow economy. Government purchasing Treasuries and Mortgages. All serve to lower rates.
  - On the other side: signs of recovery and government spending hundreds of billions to wake up economy. This can't be done without issue of absorbing supply in the bond markets and threat of inflation in the long run. For example, price of gold now approaching \$1,000 per ounce (again).
  - Long-term Treasury and mortgage spreads (10-year to conforming)
    - In early 2007, spread approximately 1.5%
    - In 2008, spread moved over 2.5% (approximately)
    - Today, the spread is 1.5% (approximately). When bond market spiked—was even less than that.
    - What does that mean? It means that any further increases in bond rates are likely to affect mortgage rates directly. I think you saw that when the spike happened.
  - **Major point—don't try to predict the future. How many thought rates were moving to 4.0% earlier in the year?**

# NEWS: LEGISLATION AFFECTS FHA

- Congress is considering several pieces of legislation affecting the housing industry. One has just been passed. Helping Families Save Their Homes Act of 2009
- Improves HOPE for Homeowners Program to reduce costs for homeowners.
  - Initially this program a bust because of two factors.
  - Major costs to consumer: 3.0% up front MI and 1.5% per month. Future equity gain shared with FHA.
  - Lender has to write down balance to approximately 94% of value.
  - New guidelines to be issued. I doubt they will make that much of a difference—but we will see.
- Limited servicer liability protections may enhance modifications
- FHA: makes it harder for lenders to get approval and also increases enforcement tools of FHA to police against those who violate guidelines.
- FHA Mortgage Letter: 2009-17: HUD will be instituting changes in the coming months to its annual renewal process for FHA approved lenders. Specifically, in an effort to strengthen its controls, the Department will eliminate the paper version of the Yearly Verification Report (V-Form) required for all renewing FHA-approved lenders and replace it with an automated Annual Certification process completed in the FHA Connection.
- VA has suspended the issuance of MCRVs because of market conditions.
- Fannie Mae has amended pricing guidelines for Home Affordable Refi program

# NEWS: TAX CREDIT FOR DOWNPAYMENT

- FHA Tax Credit For Down Payment: Mortgagee Letter 2009-15. Announcement made a few weeks ago, letter was posted, taken away and then re-issued.
- Tax Credit advances as second mortgages by eligible government agencies and “instruments of the government” as defined by Section 528 of the National Housing Act.
  - The tax credit advance, when combined with the FHA-insured first mortgage may not result in cash back to the borrower. The second lien may not exceed the total amount needed for the down payment, closing costs, and prepaid expenses.
  - Secondary financing may be “soft” (silent) or require a monthly repayment.
  - If payments are required, they must be included within the qualifying ratios and, when combined with the first mortgage, cannot exceed the borrower’s reasonable ability to pay.
  - Payments must be deferred for at least 36 months to not be included in the qualifying ratios.
  - If the tax credit advance loan has a short term for repayment, it must also provide that if the borrower fails to repay by the designated deadline, principal and interest payments begin automatically or the loan converts to a “soft” second.
  - The secondary financing may not require a balloon payment before ten years.



## SECTION 528 OF NATIONAL HOUSING ACT

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To obtain this status as an “instrumentality” of the government, according to Section 528 of the National Housing Act, the nonprofit must be an entity “established by a governmental body or with governmental approval or under special law to serve a particular public purpose or designated by law (statute or court opinion).” FHA also requires that the unit of government that *established* the nonprofit also must either exercise organizational control, operational control, or financial control of the nonprofit in its entirety or, at minimum, the specific homebuyer assistance program that is using FHA’s credit enhancement.

# TAX CREDIT OTHER THAN DOWNPAYMENT

- Purchase of tax credit by FHA approved Mortgagors
  - The proceeds of the sale of the tax credit may not exceed the anticipated tax credit due the homebuyer based on the computations of form IRS 5405;
  - The borrower must submit a signed certification that the tax credit is not subject to offset due to other indebtedness.
  - A copy of the borrower's tax refund and/or the IRS 5405 must be collected and retained in the FHA case binder.
  - Any costs attendant to the purchase of the tax credit are to be nominal and discounting the anticipated credit to cover the costs and expenses of the transaction must be reasonable and disclosed to the homebuyer. In FHA's view, fees and costs that total more than 2.5% of the anticipated credit are considered excessive.
  - The homebuyer's downpayment required for eligibility for FHA insurance may not consist of any funds (including funds derived from a sale of the homebuyer tax credit) provided by the mortgagee, the seller, or any other person or entity that financially benefits from the transaction--or by any third party or entity that is reimbursed, directly or indirectly, by the financially benefiting person or entity.
  - Accordingly, the proceeds of the sale of the tax credit to FHA approved mortgagees, the seller, or any other person or entity that financially benefits from the transaction (or any third party or entity that is reimbursed, directly or indirectly, by the financing benefiting person or entity), ***may not be used to meet the 3.5% minimum downpayment, but may be used as additional downpayment, buying down of interest rate, or other closing costs.***

# TAX CREDIT: DUE DILIGENCE

- FHA expects that entities purchasing tax credit assets will employ appropriate due diligence measures including, but not limited to:
  - Require the homebuyer to draft and provide the IRS form 5405 “First-Time Homebuyer Credit.”
  - Contact the borrower’s employer and review pay stubs to confirm there are no outstanding garnishments.
  - Review the homebuyer’s credit report to ensure there are no unpaid student loans, or other obligations that could be offset against the credit.
  - Validate that all of the eligibility requirements for the tax credit are fulfilled
  - Review previous tax returns and IRS tax assessment letters, if any, to determine that the borrower does not have unsettled obligations to the IRS

# TAX CREDIT FACTS

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- \$8,000 (or 10% of home's value, whichever is less)
- Purchase from January 1, 2009 to November 30, 2009
- It is "refundable" which means they get it even if they did not pay taxes
- Must be a first-time homebuyer (cannot have owned a home for three years)
- Must make less than \$75,000 as a single, less than \$150,000 if joint filer (phases out above that to \$95K for single and \$170K for joint)
- It is a credit, instead of a loan. Must remain in home for three years, or entire amount is recaptured upon sale.
- Must be a principal residence
- If you use a revenue bond program to purchase you can still use the credit

# SAFE ACT

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- Safe and Fair Enforcement Licensing Act of the Housing and Economic Recovery Act of 2008 signed into law July 30, 2008
- CSBS (Conference of State Bank Supervisors) and AARMR (American Association of Residential Mortgage Regulators) Model State Law
- ✘ Licensed MLOs are originators who were licensed before July 31, 2009 under a state law that was in existence before July 31, 2008 A state must bring these into MLOs into compliance with SAFE by January 1, 2011
- ✘ Non-Licensed MLOs who did not hold a license as of July 31, 2009. Due to exemption from state law, no law in state or were not in the industry. They must be brought into compliance as of July 31, 2010.
- ✘ Each statewide regulatory agency will establish its own deadlines.

# SAFE ACT IMPLEMENTATION PLAN

- × Between 7/31/09 and 7/31/10 Non-licensed MLOs
- × Between 7/31/09 and 1/1/11 Licensed MLOs
- × Criminal history Information record checks—must provide finger prints
- × Credit report checks. Must provide credit authorization
- × National testing of mortgage loan originators—Must pass test by above dates.
  - + Test will include a Federal and State component.
- × Nationally approved pre-licensure and continuing education courses
  - + 20 hours complete by above dates (licensed MLOs exempt if already complete 20 hours of state required)
  - + 8 hours annual continuing ed. Not needed in year license is issued
- × Surety bond/recovery fund requirements. Companies must have based upon total originations or implement a recovery fund. Net worth on mortgage originators or companies not required but can be by state.
- × NMLS&R call reports. (National Mortgage Licensing System & Registry) Annual statement of condition of the company including financial statements and production activities.
- × Public Access: Includes disciplinary and enforcement actions
- × Consumer complaint processing. There will be tracking of complaints

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**Upgrade available-Includes MyMortgageCommunity & Velma**

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# WHAT IS CMA?

## Certified Mortgage Advisor

- Ten webinars including today's. There is a choice of at least three webinars for the tenth webinar.
- Includes three part planning/advisor course.
- Schedule on [www.certifiedmortgageadvisor.biz](http://www.certifiedmortgageadvisor.biz)
- Six months to attend all 10 courses (15 hours of training)--**must attend LIVE!**
- Certification page posted on site (above) with list of class dates so you can track. **It is your responsibility to track!**
- Continuing education---CMA Case Studies---We don't want you to stop learning
- Must be a NewsletterPro Marketing System subscriber for six months
- Test is issued. Passing score gives you CMA certification
- Marketing materials coming as well..Logo, seminars and more!
- **New: Webinar registrations, slides and audio all on home page of newsletter system.**



# WHAT DOES IT MEAN TO BE A MORTGAGE ADVISOR?

- More than a certification. That “looks pretty,” but it is what you do with the knowledge that is important
- Experts differentiate themselves from their competition.
- They do not have to sell—they give advice and can charge more for it.
- The key word here is advice. Not making decisions for your client—but giving them advice so they are comfortable with their decisions
- It is not about selling a particular product or financial strategy
- It is not about predicting the future.

# WHAT DO YOU HAVE TO KNOW TO BECOME AN EXPERT ADVISOR?

- The real estate process—from home ownership to closing expertise
- The three economic reasons to own a home
- The economics of secondary and your rate sheet
- Concepts of real estate finance—from prepayment to points
- How to compare the performance of loan products under different future scenarios
- Qualifying prospects in the right way. From residual to tax returns (suitability)
- How to process and underwrite a loan
- How to control the process to deliver great customer service
- How to market as an expert from within the process
- Learn what is right and what is not right
- Become an expert in sales and marketing—not only for you, but your B-to-B targets as well.

**We will cover 90% of what you need to know in this series!  
(though on some topics you may need to go deeper)**

# ADVISOR “SITUATIONS”

## Advising Clients Effectively Takes Us In Many Directions...

- *Everyday budgeting.* Can we afford our monthly payments including the mortgage and other obligations? How comfortable are we with adding additional debt obligations? The Key word here is “suitability.”
- *Retirement planning.* When do we want to retire? How much money do we need for retirement? Where are we going to live? Is our retirement plan fully funded?
- *Tax planning.* How can we lower our monthly obligations after taxes? What about expected estate taxes? Long-term health care?
- Examples
  - Many home owners have equity in their homes but have under-funded retirement plans.
  - Many home owners have equity in their homes, but are burdened with large levels of non-deductable consumer debt.
  - Many home owners purchase the largest & most expensive home they can afford.
  - Many homeowners put the largest down payment possible when purchasing a home, especially if they are selling another home first. Conservative or not?

# TOPIC #1—REAL ESTATE PROCESS

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- Are you a homeowner?
- Have you taken a real estate licensing class?
  - If not, you have homework—with synergy!
- Have you managed rental properties?
- Have you written a sales contract?
- How many closings have you attended?

I know some like to say that we don't need Realtors—but we are in the real estate business. Therefore, you need to be an expert in the process—from start to finish.

# TOPIC #2—THREE ECONOMIC REASONS TO OWN A HOME

## Concept of Leverage

|                 |             |              |
|-----------------|-------------|--------------|
| 5% rate of gain | 10,000 cash | 100,000 Home |
| 1 year          | 10,500      | 105,000      |
| Gain            | 500         | (5,000)      |
| 10 years        | 16,500      | 165,000      |
| Gain            | 6,500       | 50,000       |

- 5% gain is less than average for past 30 years. In 1975 median home price was less than \$50,000!
- Compounding makes again @65%, not 50% in ten years (we use even numbers)
- Real estate is not a short-term investment
- Tax advantages (savings accounts taxed, housing gain not) not included
- Larger downpayment would lower benefits of leverage
- Does not figure in principal reduction—raises gain back to \$65,000 or more within 10 years

# TOPIC #2—THREE ECONOMIC REASONS TO OWN A HOME

## Concept of Rental Equivalency

|                   |                                  |                        |
|-------------------|----------------------------------|------------------------|
| \$60K income      | 1,010 Rent                       | 1,300 Mortgage Payment |
| 1,150 Deductable. | Income 5,000                     | \$841 Present Tax      |
|                   | . Income 3,850                   | \$551 New Tax          |
|                   | <i>(reducing taxable income)</i> | \$290 Savings          |

Rental Equivalency: \$1,010 (1,300 mortgage same as \$1,010 rent)

- Numbers will vary for every situation—must use Federal Withholding tables
- Note we did not take out state taxes—why? Standard Deduction effect. **New: tax credit is also an issue.**
- This works also for move-up buyers-lowering the cost of moving up and standard deduction is not an issue.
- Does not count principal reduction which is a forced savings
- Argument—I don't have \$290 extra per month! Adjust W-4 Exemptions so they get it back each month (again use tax tables)...go to their income and to the right until we get the new tax level—that column will give us the deductions.

## SINGLE Persons—MONTHLY Payroll Period

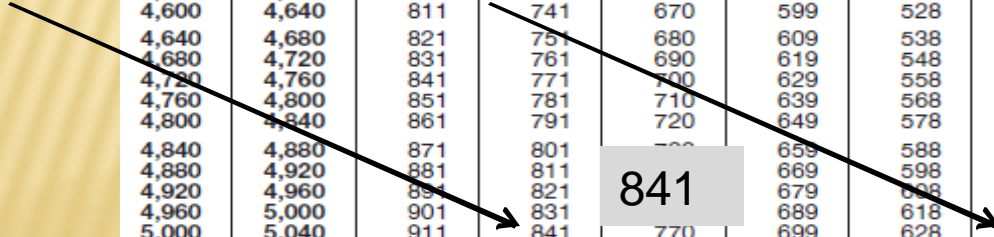
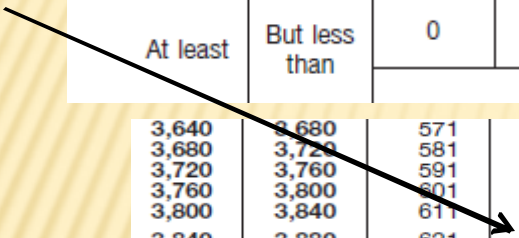
(For Wages Paid in 2007)

| If the wages are—                           |               | And the number of withholding allowances claimed is— |     |     |     |     |     |     |     |     |     |     |
|---|---------------|--|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| At least                                    | But less than | 0  | 1   | 2   | 3   | 4   | 5   | 6   | 7   | 8   | 9   | 10  |
| The amount of income tax to be withheld is— |               |  |     |     |     |     |     |     |     |     |     |     |
| 3,640                                       | 3,680         | 571  | 501 | 430 | 359 | 315 | 272 | 230 | 187 | 145 | 102 | 61  |
| 3,680                                       | 3,720         | 581  | 511 | 440 | 369 | 321 | 278 | 236 | 193 | 151 | 108 | 66  |
| 3,720                                       | 3,760         | 591  | 521 | 450 | 379 | 327 | 284 | 242 | 199 | 157 | 114 | 72  |
| 3,760                                       | 3,800         | 601  | 531 | 460 | 389 | 333 | 290 | 248 | 205 | 163 | 120 | 78  |
| 3,800                                       | 3,840         | 611  | 541 | 470 | 399 | 339 | 296 | 254 | 211 | 169 | 126 | 84  |
| 3,840                                       | 3,880         | 621  | 551 | 480 | 409 | 345 | 302 | 260 | 217 | 175 | 132 | 90  |
| 3,880                                       | 3,920         | 631  | 561 | 490 | 419 | 351 | 308 | 266 | 223 | 181 | 138 | 96  |
| 3,920                                       | 3,960         | 641  | 571 | 500 | 429 | 358 | 314 | 272 | 229 | 187 | 144 | 102 |
| 3,960                                       | 4,000         | 651  | 581 | 510 | 439 | 368 | 320 | 278 | 235 | 193 | 150 | 108 |
| 4,000                                       | 4,040         | 661  | 591 | 520 | 449 | 378 | 326 | 284 | 241 | 199 | 156 | 114 |
| 4,040                                       | 4,080         | 671  | 601 | 530 | 459 | 388 | 332 | 290 | 247 | 205 | 162 | 120 |
| 4,080                                       | 4,120         | 681  | 611 | 540 | 469 | 398 | 338 | 296 | 253 | 211 | 168 | 126 |
| 4,120                                       | 4,160         | 691  | 621 | 550 | 479 | 408 | 344 | 302 | 259 | 217 | 174 | 132 |
| 4,160                                       | 4,200         | 701  | 631 | 560 | 489 | 418 | 350 | 308 | 265 | 223 | 180 | 138 |
| 4,200                                       | 4,240         | 711  | 641 | 570 | 499 | 428 | 357 | 314 | 271 | 229 | 186 | 144 |
| 4,240                                       | 4,280         | 721  | 651 | 580 | 509 | 438 | 367 | 320 | 277 | 235 | 192 | 150 |
| 4,280                                       | 4,320         | 731  | 661 | 590 | 519 | 448 | 377 | 326 | 283 | 241 | 198 | 156 |
| 4,320                                       | 4,360         | 741  | 671 | 600 | 529 | 458 | 387 | 332 | 289 | 247 | 204 | 162 |
| 4,360                                       | 4,400         | 751  | 681 | 610 | 539 | 468 | 397 | 338 | 295 | 253 | 210 | 168 |
| 4,400                                       | 4,440         | 761  | 691 | 620 | 549 | 478 | 407 | 344 | 301 | 259 | 216 | 174 |
| 4,440                                       | 4,480         | 771  | 701 | 630 | 559 | 488 | 417 | 350 | 307 | 265 | 222 | 180 |
| 4,480                                       | 4,520         | 781  | 711 | 640 | 569 | 498 | 427 | 356 | 313 | 271 | 228 | 186 |
| 4,520                                       | 4,560         | 791  | 721 | 650 | 579 | 508 | 437 | 366 | 319 | 277 | 234 | 192 |
| 4,560                                       | 4,600         | 801  | 731 | 660 | 589 | 518 | 447 | 376 | 325 | 283 | 240 | 198 |
| 4,600                                       | 4,640         | 811  | 741 | 670 | 599 | 528 | 457 | 386 | 331 | 289 | 246 | 204 |
| 4,640                                       | 4,680         | 821  | 751 | 680 | 609 | 538 | 467 | 396 | 337 | 295 | 252 | 210 |
| 4,680                                       | 4,720         | 831  | 761 | 690 | 619 | 548 | 477 | 406 | 343 | 301 | 258 | 216 |
| 4,720                                       | 4,760         | 841  | 771 | 700 | 629 | 558 | 487 | 416 | 349 | 307 | 264 | 222 |
| 4,760                                       | 4,800         | 851  | 781 | 710 | 639 | 568 | 497 | 426 | 356 | 313 | 270 | 228 |
| 4,800                                       | 4,840         | 861  | 791 | 720 | 649 | 578 | 507 | 436 | 366 | 319 | 276 | 234 |
| 4,840                                       | 4,880         | 871  | 801 | 730 | 659 | 588 | 517 | 446 | 376 | 325 | 282 | 240 |
| 4,880                                       | 4,920         | 881  | 811 | 740 | 669 | 598 | 527 | 456 | 386 | 331 | 288 | 246 |
| 4,920                                       | 4,960         | 891  | 821 | 750 | 679 | 608 | 537 | 466 | 396 | 337 | 294 | 252 |
| 4,960                                       | 5,000         | 901  | 831 | 760 | 689 | 618 | 547 | 476 | 406 | 343 | 300 | 258 |
| 5,000                                       | 5,040         | 911  | 841 | 770 | 699 | 628 | 557 | 486 | 416 | 349 | 306 | 264 |

551

841

557



# TOPIC #2—THREE ECONOMIC REASONS TO OWN A HOME

## Concept of Inflation Hedging

|                        |            |                   |
|------------------------|------------|-------------------|
| 5% rate inflation      | 1,000 rent | 1,300 Mortgage    |
| Subject to inflation   | 1,000      | 260               |
| 10 Years               | 1,650      | 1,470 (260 x .65) |
| Don't forget taxes!    | 1,650      | 1,170 after taxes |
| Don't forget principal | 1,650      | 1,020             |

- A hedge is protection. It causes owning to become stronger over time.
- Only taxes and insurance are subject to inflation for fixed rates. 100% of rent is.
- Compounding again makes gain 65%.
- As inflation rises—so will gain for leverage purposes.
- The key is that all concepts will apply together, not one or another.
- If you look at these numbers in total—is there any reason you anyone who rented would not own a home?
- Can most Realtors teach this?



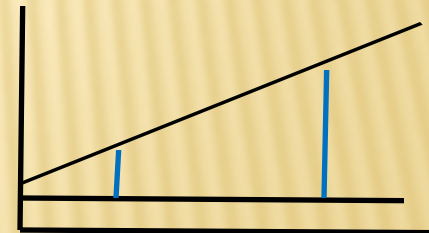
# TOPIC #2—THREE ECONOMIC REASONS TO OWN A HOME

## Non Economic Concepts

- Even if the economics were the same, homeownership would win out because of psychological aspects of home ownership
- A home is security for a family
- Have ever been told by an owner you had to move? Millions are today because of foreclosures—but even those renting those homes.
- This is especially strong by immigrants who don't take homeownership for granted. And this is the largest growing home-buying segment.
- Do not underestimate importance of this in your analysis—as we tend to focus on the “numbers” —even the psychological benefit of having a mortgage paid off!
- **This concept is ever more important in this economic environment.**

# TOPIC #3-RATE ADVICE

- Concept 1—you cannot predict the future.
  - You need to be an expert in the forces that can affect interest rates to explain what could happen and what did happen.
  - Sometimes being an expert is knowing what you don't know and will never know.
- Concept 2—do not advise customers whether to lock or float
  - There are risks in both directions
  - If they lock too quickly and the lock expires?  
See graph—risk rises over time. In this environment with long underwriting times...
  - It is their loan, not yours—and they pay if you are wrong
- Concept 3—know why variations in rates occur—interest rate spreads--example servicing spreads. (secondary webinar)
- Concept 4—Do not float the rate without customer's knowledge
- **Note: Refis sitting on the fence: NewsletterPro Letter**



# TOPIC #4 REAL ESTATE FINANCE CONCEPTS

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## Concepts of Prepayment

- While the tax benefits of owning are important, so is prepayment you were to give someone \$100 and someone gave you \$30 back—would you be better or worse off?
- The psychological effects of prepayment are very, very important. How many would like to have their mortgage paid off?
- All prepayment is not equal—we will talk about 30/20/15 year mortgages in the next session
- Concepts brought out by equity acceleration and debt roll down programs—
  - Early prepayment is worth more than later prepayment (choose to save)
  - We don't use discretionary cash for prepayment because we need for an "emergency"
  - Cash in a checking account gives you no benefit versus using it to prepay.
  - Some debts are more efficient to pay off than others.

# DEBT ROLL-DOWN

- Loan One--\$300,000 mortgage \$2,500 payment
- Loan Two--\$25,000 car loan \$ 700 Payment
- Loan Three--\$7,000 personal loan \$ 250 Payment
- Credit Card--\$3,000 \$ 150 Payment

## How it “works”

- Payoff credit card first..frees up \$150 monthly (24 months)
- Use \$150 to pay personal loan 2<sup>nd</sup>—frees up \$400 (6 months)
- Use \$400 to pay car loan—frees up \$1,100 (18 months)
- Use \$1,100 to pay off mortgage (96 months)
- Total payoff is 144 months (approximately 12 years)
- Note—not actual numbers.
- Larger number of debts-the more effective it is.

# NEXT PLANNING SESSION

- Comparing mortgages
  - Comparing mortgage terms
  - Comparing mortgages over time
  - Comparing mortgage combinations
  - Comparing points
  - Qualifying concepts–suitability
- Part III-focus on marketing and selling as an expert advisor
- Next week: Originating Refis in Today's Challenging Environment

# DELIVERING REAL VALUE TO SPHERE..

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- First-time buyers—how are you helping put them in position?
- Did you know the average buyer takes up to two years to move ahead? How are you going to stay with them for that time?
- And pricing adjustments knocking people out of refinancing today because of credit
- Answer: Long and short-term value
- **You can't only focus on the next deal!  
Learn from experience...**

# FINANCIAL DESTINATION

## *FDI—A Comprehensive Solution to Risk-Based Premiums And getting transactions to happen*

- Professional credit restoration improvement—not a bandaid
- Debt reduction plan
- Unlimited budgeting and other financial advice (such as the tax benefits of owning) from CFPs and CPAs
- ✘ Cost? Less than most charge just for credit services. \$59 monthly. \$15 to join. No long-term obligation.
- ✘ Even better—you can chose—just refer deals in without joining. Or when you join as a rep—you get \$20 monthly for each client that participates! (rep cost a one time fee in addition to joining as a member)
- ✘ More information: [www.hershmanfinancialgroup.com](http://www.hershmanfinancialgroup.com)
- ✘ 24/7 Webinar: <http://fdi.OriginationPro.com/>
- ✘ Live Webinar (Thursdays) [www.OriginationPro.com](http://www.OriginationPro.com)

# NEWSLETTERS

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## Ultimate Value Delivery

- Expertise. Portray you as an expert—no handy homeowner hints—  
Test—Realtor Sales Meeting
- Understandable—no complex bond language
- Relevant up-to-date news they can use today
- Easy—it can't take your time to write, personalize or send
- Flexible—different pieces for different segment of your sphere—some targets are more important than others.



# NEWSLETTERS

---

## Ultimate sphere marketing—(Con't)

- Response. Designed to make the phone ring with more than one piece available. You are not Proctor and Gamble.
- Flexible (again)—different formats from HTML to PDF to Mail pieces (even 1 to 4 page)
- Leverage. Consumer pieces to give to Realtors to send to their consumers.

# WHY NEWSLETTERPRO?

- Written by industry expert for over 20 years
- Unlimited use for one price
- Print and HTML pieces that are easy to personalize
- More than just a newsletter—
  - 4-pages and 1-page
  - Sales and real estate/finance article
  - Bonus flyers and letters
- Coaching and Training by Dave Hershman (CMA certification)
- The cost is \$39 monthly for both NewsletterPro & the CMA training program.
- You can cancel at any time
- Need mail or email fulfillment system? You can upgrade to MyMortgageCommunity and the VELMA personal marketing assistant—cost \$69 monthly

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# WHY NEWSLETTER PRO?

## All these pieces—and more for one low price!

The collage features several newsletters:

- Real Estate Trends** (June 2007): Includes articles like "How Much Is The Weather?", "Fewer Selling On Their Own", and "Homeowners Face Adjustments".
- REAL ESTATE REPORT** (June 8, 2007): Features an "ECONOMIC COMMENTARY" and a "Synergizing" graphic.
- FOR TODAY'S SALES PROFESSIONAL & ENTREPRENEUR** (APRIL 2007): Titled "The Sales Update", it discusses "Synergy Can Really Make a Difference!" and "HIRING AN ASSISTANT AND...".
- Real Estate Update** (Volume 1, Issue 8, April 2007): Features "The Real Estate Boom Revisited" and "Did You Know...".

Additional elements include a "FOR SALE BY OWNER" sign, a "SOLD" sign with a cartoon character, and various contact information for real estate professionals.

# FIRST

*Did you get your  
password and user  
name?*

# Log In

**NEWSLETTERPRO™**  
MARKETING SYSTEM

Login to your NewsletterPro account

Username: (case sensitive)

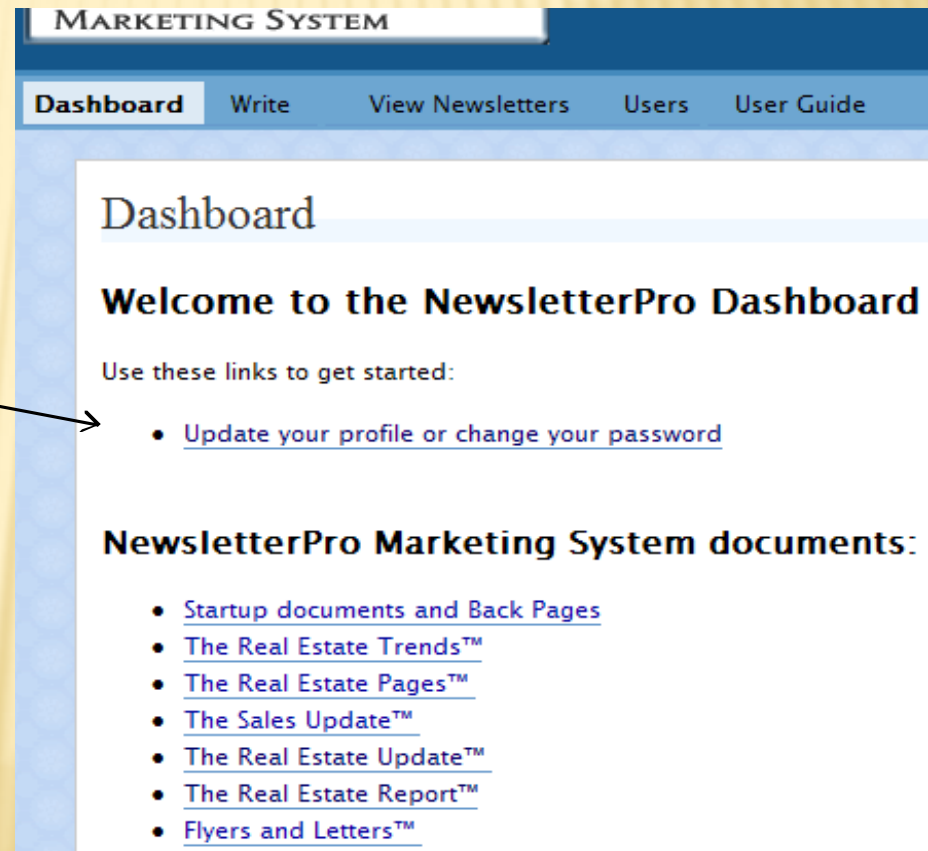
Password: (case sensitive)

Remember me

[Lost your password?](#)

# THEN...

## Go to Update Profile



MARKETING SYSTEM

Dashboard Write View Newsletters Users User Guide

### Dashboard

**Welcome to the NewsletterPro Dashboard**

Use these links to get started:

- [Update your profile or change your password](#)

**NewsletterPro Marketing System documents:**

- [Startup documents and Back Pages](#)
- [The Real Estate Trends™](#)
- [The Real Estate Pages™](#)
- [The Sales Update™](#)
- [The Real Estate Update™](#)
- [The Real Estate Report™](#)
- [Flyers and Letters™](#)

# STEP ONE

- Update Your
- Name
- Contact Info
- Personal Paragraph
- Address Block

### About yourself

Username: (no editing)

First name:

Last name:

Display name on your newsletter as:

Enter your personal co-branded text here to be displayed (in addition to your contact and address information) in your personalized section of each newsletter:

OriginationPro Mortgage Company is dedicated to bringing the American Dream of Home Ownership to our clients.

We provide a variety of competitively priced mortgage products and services that are designed to help you achieve your financial goals.

As the experts in the world of real estate

### Contact Info

E-mail: (required)

2nd E-mail: (can be the same as above; this is the "reply-to" email for unsubscribing)

Phone 1:   -

Phone 2:   -

Company:

### Update Your Contact / Address block

This information is mandatory for CAN-SPAM email laws:

Address 1:

Address 2:

City:

State:

Zip:

# STEP ONE—PART TWO

On same page you can update your

- Disclosure
- Choose calculator links
- Change your password

Don't Forget To Hit  
"Update Profile"  
Button

The screenshot shows a user profile update form with four main sections:

- Disclosure:** A text area with the instruction: "Enter any disclosures that your state and/or licensing status may require. If you require no special disclosures, then leave this field blank." The text area contains the text: "Licensed mortgage company in the states of MD, DC and VA".
- Mortgage Calculator Links:** A section with the instruction: "Pick the display order and number of calculators that you want displayed in your right-hand navigation bar." It contains three dropdown menus:
  - Link 1: Calculate a mortgage payment
  - Link 2: Compare the cost of owning versus renting
  - Link 3: Lower your payments through debt consolidation
- Update Your Password:** A section with the instruction: "If you would like to change your password type a new one twice below. Otherwise leave this blank." It contains two password input fields:
  - New Password:
  - Type it one more time:
- Update Profile »:** A button at the bottom right of the form.

Arrows from the text on the left point to the Disclosure section, the Mortgage Calculator Links section, the Update Your Password section, and the Update Profile button.



# STEP TWO

After you update your profile, you can then download your company logo—

- Click on “Company Logo” on profile page
- Locate your logo on your hard drive to upload
- Click “Upload File”
- Make sure the logo no larger than the size specified



You can upload your company logo with the extension of .jpg, or .jpeg & 100 pixels in width.

\*\*\*Need help sizing your logos and photos? For a nominal fee, Colorwork system. Please contact Joy Reiher at [jreiher@colorworkspromotions.com](mailto:jreiher@colorworkspromotions.com) for

File:

# STEP THREE

Back to the Profile Page you can now download your picture

- Click on “Personal Photo”
- Locate the photo on your hard drive
- Click on “Upload File”
- Make sure the photo is no larger than the size specified



You can upload your personal photo with the extension of **.jpg**, or **.jpeg** as long as it is no larger than 100 pixels in width.

\*\*\*Need help sizing your logos and photos? For a nominal fee, Colorworks Promotions can help you. Please contact Joy Reiher at [jreiher@colorworkspromotions.com](mailto:jreiher@colorworkspromotions.com) for a quote.

File:

# AS EASY AS 1-2-3: YOU ARE SET UP

## REAL ESTATE REPORT



May 19, 2009

### ECONOMIC COMMENTARY



*Has the market gotten ahead of itself?*

The stock market has rallied for over two months, oil prices have risen and long-term rates have gone up as well. It is not surprising that the markets have paused to take a breather. Yes, the reports were fairly negative this past week with higher jobless claims and slower than expected retail sales. Even the good news, slow consumer inflation, is indicative of a slower economy. But the markets have been reacting positively through a lot of negative economic news. Why pause now?

It would not be out of the question to view this period as a breather or period of consolidation. The markets are not likely to turn back down unless there are some really surprising negative statistics. We don't rule that out. For now, the breather and lower rates are a great opportunity for homeowners and consumers to take advantage of what might be the last chance to obtain the lowest rates of our generation. At this point rates on home loans have stayed steady despite higher rates on Treasuries and that can't last forever.

### WEEKLY INTEREST RATE OVERVIEW



*The Markets:* Rates on home loans were fairly stable last week. Freddie Mac announced that for the week ending May 14, 30-year fixed rates averaged 4.88%, up slightly from 4.84% the week before. The average for 15-year rose slightly to 4.52%. Adjustables were lower with the average for one-year adjustables decreasing slightly to 4.71% and five-year adjustables falling to 4.82%. A year ago 30-year fixed rates were at 6.01%. "Fixed-rate mortgages were little changed this week following the release of April's employment figures," said Frank Nothaft, Freddie Mac vice president and chief economist. "The economy lost 539,000 jobs, less than the monthly job loss of the past five months, and the unemployment rate rose to 8.9 percent. Adjustables, however, fell slightly over the period. Relatively low house prices and rates are clearly helping first-time homebuyers. Housing affordability for the median first-time buyer reached an all-time record high in the first quarter since the NAR index began in 1991. Consequently, first-time homebuyers accounted for half of existing home sales in the first three months of this year, the NAR reported."

Current Indices For Adjustable Rate Mortgages



**ORIGINATIONPRO**  
Power Tools for Mortgage Professionals

Dave Hershman, CMC  
The Hershman Group  
PO Box 932  
Centreville, VA, 20122  
davehershman@verizon.net  
(111) 222 - 3333  
(222) 333 - 4444

OriginationPro Mortgage Company is dedicated to bringing the American Dream of Home Ownership to our clients.

We provide a variety of competitively priced mortgage products and services that are designed to help you achieve your financial goals.

As the experts in the world of real estate finance, we can help you achieve your goals with less stress, making your American Dreams Come True!

[Calculate a mortgage payment](#)  
[Compare the cost of owning versus renting](#)  
[Lower your payments through debt consolidation](#)

# BUT THAT IS NOT ALL...

- The main page/dashboard also gives you access to all print materials, including archives
- Each document has a version in Microsoft Publisher. If you have that program (part of Office Professional)—you can edit in any way. These then can be turned into PDFs or included in an email.
- Each document also has a “PDF” version which allows you to add your name in the box. The PDF version can be mailed or emailed as an attachment.

## Dashboard

### Welcome to the NewsletterPro Dashboard

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- [The Real Estate Trends™](#)
- [The Real Estate Pages™](#)
- [The Sales Update™](#)
- [The Real Estate Update™](#)
- [The Real Estate Report™](#)
- [Flyers and Letters™](#)

# START-UP DOCUMENTS

The start-up documents include—

- A sample welcome letter to your newsletter prospects;
- Instructions to add a banner to your Outlook Signature so that those you email can sign up;
- Back Pages. These help turn the one-page documents into self-mailers.

## Start-up documents:

[Welcome Letter For Real Estate Newsletter](#)

[Letter To Prospect](#)

[Outlook Signature File and Installation Instructions](#)

(These documents allow you to configure your email signature in Outlook and encourage additional opt-ins to your program)

## Back Pages:

[Back Page #1 for Letter Size Newsletters](#)

[Back Page #1 for Letter Size Newsletters - Publisher Version](#)

[Back Page #2 for Letter Size Newsletters](#)

[Back Page #2 for Letter Size Newsletter Publisher Version](#)

[Back Page #1 for Legal Size Newsletters](#)

[Back Page #1 for Legal Size Newsletters Publisher Version](#)

# THE REAL ESTATE UPDATE

- ✘ Four page document
- ✘ Traditional self-mailer newsletter
- ✘ For all parts of your sphere
- ✘ Industry news, economic commentary, charts
- ✘ Includes finance article

The thumbnail shows the cover of the 'REAL ESTATE UPDATE' newsletter. The title is in large, bold, blue letters at the top. Below it, the volume and issue information is provided: 'Volume 2 Issue 9 September 2008'. The cover features a photograph of a house with a 'FOR SALE' sign. The main headline is 'Three Trends Worth Watching'. Below this, there are several sections: 'THIS NEWSLETTER IS BROUGHT TO YOU BY:' with contact information for John Doe, a Senior Loan Officer at Ajax Mortgage; 'Specializing in:' with a list of services including Residential Purchases, Residential Refinances, Commercial Properties, and Home Equity Loans; 'Did You Know...' with a paragraph about housing sales; and 'Selected Interest Rates' for August 14, 2008, listing rates for 30-year mortgages, 15-year mortgages, and 10-year treasuries. At the bottom, there is a section titled 'In This Issue' with a list of articles.

**REAL ESTATE UPDATE**  
Volume 2 Issue 9 September 2008

**Three Trends Worth Watching**

There is no doubt that the direction of interest rates has a significant bearing upon how quickly the real estate market will rebound. Lower rates provide refinancing opportunities for loans that are reaching maturity. Low rates also help first-time homebuyers get into homes. So the quest for the "what-if" direction... are rates going? Many analysts feel that rates are going up because of the pressure of inflation. One thing we are not going to do is speculate or predict what will happen in the future. However, we do watch the trends and these trends are important... Oil prices. The merciful rise in oil prices has been the ultimate spark that has ignited inflation. It starts to reason that the recent dip-in-oil prices will help ease inflationary pressures. We speculated!

**THIS NEWSLETTER IS BROUGHT TO YOU BY:**

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Senior Loan Officer  
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(301) 555-1212  
(800) 555-5555  
Ajaxmtg.com

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**Did You Know...**

Housing sales rose from the first quarter in 13 states (up) from buyers responding to discounted home prices according to the latest quarterly survey by the National Association of Realtors. (Nearly one-quarter of metropolitan areas showed rising home prices in the second quarter from a year ago. In the second quarter, 35 out of 150 metropolitan statistical areas showed gains in median existing single-family home prices from the second quarter of last year, while 118 had price declines. "The biggest home-sales gains over the previous quarter have been in some of the markets with the steepest and fastest price drops," NAP Chief Economist Lawrence Yun said.

**Selected Interest Rates**  
August 14, 2008

|                     |       |
|---------------------|-------|
| 30 Year Mortgages   | 6.52% |
| 2008 High (July 23) | 6.52% |
| 2008 Low (Jan 26)   | 5.46% |
| 15 Year Mortgages   | 6.07% |
| 5/1 Hybrid ARMs     | 6.03% |
| 1 Year Adjustable   | 5.18% |
| 10 Year Treasuries  | 3.85% |

Source: First Reserve, Freddie Mac.

Note: Average rates do not include fees and points. Information is provided for tracking trends only and should not be used for comparison purposes.

**In This Issue**

- P2 Housing Legislation
- P2 Sell Your Home in Any Market
- P3 A Year of Job Pain
- P4 Unmarried Couples as Force

# THE SALES UPDATE

- ✘ It is not enough to distribute news, you must teach your B-to-B targets how to sell which is the ultimate value
- ✘ Realtors, financial planners, CPAs, title companies, insurance agents
- ✘ Designed as great sales meeting material for presentations



**THE SALES UPDATE**  
FOR TODAY'S SALES PROFESSIONAL AND ENTREPRENEUR April 2008

**Make Your Business Cycle Proof—Part Two**  
**IMPLEMENTING THE 100% MODEL**

**L**ast month we discussed the advantages of having a greater portion of your equity guaranteed if you are a professional related to the real estate industry, only 1.6% of the population is considering a transaction at any one time. However, if you can find a way to serve a much greater percentage of the population, you have the ability to make your business cycle proof. In this case we meet a great example from those performing an outstanding job—in home title agents. By making a business transaction, taking in a few years of providing their first home to the first 10 years.

Certainly, financial leaders have changed the rules during the recent credit crisis. The largest growing segment of your equity is one third of those who aren't qualified to purchase or even refinance if they already own. We estimate that approximately 20 and 40 percent of the population falls into this category because of a variety of reasons that are listed below:

- Credit scores are too low;
- Debt-to-income too high;
- Income levels are too low.

The next question is—how do we serve these people? We typically look at the best way to serve a customer a transaction in the next month and trying to apply "band-aids" to get them approved. Instead, we need to take a longer-term view of their situation. What we typically do is find those who want to purchase and help them determine their credit score and pay off additional credit obligations. Of course, three years later when they want to purchase again or refinance they are back in the same situation. Actually, many are in worse shape if lenders have a big headache or home values have gone down during the last 3 years.

Ronald has shown that an investor's idea of providing a home for 3 years or more. This is not a business that serves overnight. Getting their business in shape should be a long-term endeavor—

One's success should be measured in the long run. It usually means more work at that credit report when they are going to make a purchase on a home or car. By that time, the damage may be too severe. Today, not only do mortgage lenders—charging more for low credit scores, but are more strict on credit reports, credit and occupation and credit. Dealers are starting to run reports before they accept a loan. A few credit scores and a person has a divided financial situation. It's not an easy job. And usually, it is the person who can afford to pay this extra thing.

What someone needs to do is get with someone who will help them optimize their credit in the long run. Usually, we need to make sure every financial decision based upon what affect the decision will have on our credit score. This might mean opening an existing credit on a credit card or closing a line of credit which is not in use. It may mean challenging something on the report which is false or perhaps not placed on the report in accordance with applicable laws.

We are not saying that if you serve the real estate industry, to serve 30 years should become a credit monitoring service. But there are services that exist that not only report credit, but help keep that credit optimized in the long run.

There's also a long-term view. Paying off a debt to get someone's business in line to qualify for a loan is one thing. Helping a person who is struggling to get someone completely debt free is a much bigger and more rewarding proposition.

The average person who is struggling to get on top of their credit will usually call credit repair services and will not pay for them or even pay for them in the past 3 years.



I think a 3 year term is a good idea. It will take a 3 year term to mortgage the way you'll be buying and refinancing the way you'll be buying, however, those who already own a home and are not a 3 year mortgage term for the goal of business-cycling and securing the American dream.

Once again, there are services that will help someone optimize their credit and pay them off more quickly. These may include equity modification if they own a home or general debt reduction if they don't own a home. Debt modification may be required in certain situations, but not always.

The mortgage situation is a bit more difficult to deal with, however, there are a number of services that can help a person and make sure to get several years down the road. In the past, lenders let those who were well-served go with "stated income." This option is much more limited now—especially for those with lower credit scores and a smaller down payment. Many will have to work with an accountant to get their returns in order and others may have to find ways to increase their income, even if it means seasonal job or other work.

Send them for services to address their situation for your client? I understand in serving a greater portion of your prospects and where to go next? Talk to your collaborator to share some ideas. For finding with them and perhaps a referral to service providers who can help your clients. **Q**

**"You may have to fight a battle more than once to win it!"**  
*—Margaret Thatcher*

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# THE REAL ESTATE PAGE

- ✗ Consumer articles on finance and real estate topics
- ✗ Can be used for prospect conversions when topic is right (archives become important)
- ✗ Can give to Realtors and Financial Planners to send to their clients—leverage.
- ✗ Can use as response mechanisms



## SHOULD I BUY THIS HOUSE?

In the past two months we have talked about the issues of qualification and affordability while we try to answer the question—should I buy this home. This month we will talk about the issue of affordability in regard to a prospective home purchase. Before this point, all of our analysis has focused upon the area of finances. Certainly there are financial aspects of suitability, but there are also other “non-financial” questions with regard to suitability. For example,

❑ Is this home in the right location? Location may be important with regard to commuting to jobs and activities. With higher energy costs and increased traffic in urban areas, commuting takes on a higher level of significance.

❑ Is the home large enough for my present and future family and is this where I want to raise them? This issue requires not only the analysis of family size and school districts, but also the proximity to activities and other services.

❑ Is this the home I would like to retire in? For those whose children are older, the question of retirement comes into play. For example, does the home require major maintenance that you don't have the ability to take on during retirement?

❑ How is this home for the amenities my family desires? For example, do I want a big yard for children to play in or for other enjoyment? Do I want a big kitchen and dining room in order to entertain?

❑ I want to leave quickly, how marketable or rentable is this home? The best “buy” which is most affordable because it is in the middle of the country may not be the best choice for those who need to be mobile.

We could go on and on regarding the choice of the home and location. However, as you may guess there are also financial aspects of suitability. These include—assessing the home with regard to meeting your financial needs in the future.

For example, last month we spoke of the cost of the housing payments after taxes because this represents the real issue with regard to affordability. Part of the reason this home may be affordable is because of the tax deduction. However, if you are not paying taxes because of other deductions, you may not receive most of the benefit of the home purchase. This is especially true for those who are self-employed and may use their status to “write-off” much of their income. The figure becomes an issue when the status of your income and deductions change. If income is to rise, then the home actually will become more affordable in the future.

If you are employed and will get the benefit of a tax deduction you can make the home more affordable on a monthly basis right now by increasing your withholding exemptions on your IRS Form W-4 which is filed with your employer. This will lower your tax withholding on a monthly basis and can make more income available each month to help you afford the payments.

Another financial issue with regard to affordability involves whether future changes may make the home more or less suitable. We already discussed this somewhat when talking about how adjustable rate mortgages may change in the future and how many purchased homes downgrading when a rate happens. When a fixed-term rates rise, so do the payments on adjustable rate mortgages, especially if the start rate is very low. This

is called a “teaser rate.” Typically, if your payments were to rise by \$200 to \$1,000 per month, depending upon the size of the loan, could you afford the increase? There are other issues with regard to the future. For example,

❑ Will the long-term appreciation of the home help you finance debts at a lower-monthly cost than you are paying now. Debt-consolidation loans using the equity in a home are very popular in a nation that seems to be very dependent upon the use of credit. Of course, the use of this equity means that it cannot be used for other purposes such as retirement.

❑ Will the home require major maintenance in the near- or long-term? The purchase of “fixer-upper” may be very suitable for those who are handy or have liquid assets for contractors. For others, having a home in need of maintenance can be a psychological and financial burden.

❑ Will my situation change in the future? Retirement, job changes, increases and decreases in income. All of these are relevant to suitability.

Qualification, affordability and suitability. All relevant questions to answer before you purchase your next home. ☐

### IRA Advantage

- Low Debt Payments
- No Cash Reserves
- No Credit Score Necessary
- Co-Borrowers Don't Have To Sign The Property
- Fixed Rate Adjustable Terms
- Adjustable With Low Caps
- Liberal SFR Policy

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# THE REAL ESTATE TRENDS

- ✘ One page print document
- ✘ Legal size
- ✘ Can be turned into a mailer or PDF
- ✘ Industry news, economic commentary, charts

## REAL ESTATE TRENDS

FOR REALTORS, HOMEOWNERS AND PROFESSIONALS

October 2009



### Government To The Rescue!

Just when you think things can't get any wilder they do. The last month has given a new definition to the term "wild and crazy." What has happened? The government took over the most important housing entities in the nation—Fannie Mae and Freddie Mac. The government also bought out a major insurer, AIG to the tune of \$85 billion dollars. While they were doing that, the Fed chose to let a major financial company, Lehman Brothers, collapse. Meanwhile the stock market's Dow Jones Industrial Average has been going up and down (more down) hundreds of points from day to day. Now the government is formulating a plan to purchase distressed mortgages from financial institutions.

What is behind this financial madness? The housing crisis. As home prices go down and foreclosures soar, the mortgages that investors have purchased are becoming worthless. While housing is the major cause, it is also the solution. When home prices stop going down and people start buying again, the markets will stabilize. Actually the crisis will be part of the solution. Interest rates have fallen sharply over the past several weeks as the crisis intensifies. Lower rates translate into increased demand for homes because it makes owning a home more affordable. Coupled with lower home prices, lower rates will help hasten the end of the crisis.

The longer the crisis goes on, the more likely that the housing recovery will be



### Come Get Your \$7,500!

Now comes the time to be cautious regarding the tax credit authorized by the recent housing legislation. The government feels that providing an incentive to purchase homes at the present time will help hasten the housing recovery and we agree. Here are some facts regarding the credit.

- First-time homebuyers who purchase a principal residence between April 9, 2008 and July 1, 2009 qualify for the tax credit and it is retroactive for buyers who have already closed.

### Tax Credit

- The maximum credit is \$7500 or 10% of the purchase price if lower than a \$75,000 sales price.
- If the home is purchased in 2009, homebuyers can deduct annual 2008 tax returns and claim the credit.
- The tax credit is "recaptured" by the IRS, and is an interest-free loan and

### Population Projections

What are the most important factors in population projections? One of the most important factors is the country's changing racial composition due to the massive increase of the increase. What's clear is that the latest numbers will inevitably give the real estate business a boost.

The Census Bureau is projecting an increase of 135 million people in the U.S., a 44 percent rise by 2050. That's equivalent to the entire population of Mexico and Canada moving to the United States. The bureau estimates that this population boom largely fueled by immigration, will require 52 million new housing units, along with more places for people to sleep and work.

The recent housing slump has caused homebuilding to fall significantly below one million units annually, including multi-family units. This means that present home building activities will not be sufficient to meet the needs of future population growth. The longer the housing slump continues, the more acute the shortage in the future. □

### Did you know...

- Activity is slowing in the commercial real estate market in response to tightening credit and weak economic growth, according to the National Association of Realtors. In its latest Commercial Real Estate Outlook, the NAR reports that financing problems stemming from the crisis on Wall Street, not a lack of demand, are curbing real estate

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- ✘ We integrate response mechanisms into the flyers so they can call for articles or special reports
- ✘ More than a Newsletter—we offer a complete marketing system

**Have The New Lending Rules Locked You Out Of Obtaining A Mortgage?**  
**Now there is a professional solution!**

→ Subprime mortgage solutions are disappearing.

→ Fannie Mae and Freddie Mac are charging more for those with lower credit scores.

→ A low credit score is correctable—with the right plan.

→ For the average consumer\*, we can increase your credit score in the short term and give you a plan to keep your credit score higher in the future.

\*Results will vary by individual.

**Did you know that a low credit score can increase your costs for insurance and even hinder your search for a job?**

*A low credit score will cost you thousands of dollars in extra borrowing costs over your lifetime. It can even*

**Contact Me for My Free Report...**



# WHAT WE COVERED TODAY....

- Legislative Update
- Certified Mortgage Advisor Program
- What it will take to become an expert advisor
- Real estate process
- Three economic reasons to own
- Concepts of prepayment and rate advice
- Newsletters and FDI

# MY GIFT TO YOU...

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If you stay a member of the NewsletterPro and  
after the 30 day trial period

—after six months you will be eligible for  
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