



## THE MORTGAGE MARKET GUIDE

Exclusive Members Only Website

The **Mortgage Market Guide** is one of the most important investments that I have made for my business. It keeps me informed and educated on a daily, hourly, and moment to moment basis as to changing economic and market conditions, and how these factors might affect interest rates. In turn, this information enables me to provide sound advice and information to my clients, and assures that they benefit from a wealth of knowledge and experience that is second to none.

### Rate Lock Alerts:



Rate Lock Alerts, a special section, is designed to instantly guide me towards helping clients to make the correct “float” or “lock” decision. The advice is concise and to the point. The position is clearly posted along with the risk factor, in specific prices, associated with that position.

### Bond Charts, Stock Market Analysis, and In-depth Commentary:



The technical analysis of the Bond Market involves calculating resistance and support levels that create a “price channel” the bond tends to trade within. The bond chart commentary explains in detail the various nuances of the current trade activity. The Stock Market Commentary section discusses the current market conditions, key announcements, and sector specific news. Included in each edition is a list of Economic Indicators and corresponding release dates and times. Important announcements having a direct effect on mortgage rates are highlighted and discussed.

### Talking Points:



To aid me in becoming a Trusted Advisor instead of just another loan officer, the service includes a section titled Economic, Fed and Mortgage Talking Points. This section sites key issues in the news and what role they play in determining mortgage rates. Our clients will appreciate my insight and knowledge of these important issues, and citing a reputable third party source adds credibility to my claims.

### BOTTOM LINE; How This Benefits You:

**This service is an invaluable tool that provides me with the knowledge necessary to educate our prospects and clients, as well as provide accurate and informative advice regarding their mortgage... arguably one of the biggest investments they will ever make.**