



# Marketing Machine

## The Mortgage Analysis Reports



We realize and communicate to the borrower(s), that the rate and cost of a mortgage is important. However, it is not the only consideration when obtaining a mortgage. We carefully analyze the borrower's complete financial picture, to determine the best loan for them, based on their long and short term goals.

Please let us know if you have any clients who could benefit from this kind of Strategic Mortgage Planning. If there are any questions we can answer for you or your clients, about the type of service we provide here at Trust One Mortgage, please call me.

### Rent Vs. Own }

You know that buying a home is a great investment. This form will detail the many benefits including tax savings, appreciation and equity management to increase your net worth and maximize your financial plan.

### Total Cost Analysis }

This form will show you the total cost of your loan; over the time you plan to keep this loan. Compare low payments, verses low costs, to decide the best combination for your desired outcome.

## The Equity Optimizer



The Equity Optimizer is an online tool that allows us to quickly diagnose a prospect's current financial situation and identify potential issues and opportunities through a *best practice, six-step automated process*. These previously hidden opportunities are made obvious through visual charts and animated tools that leave a lasting impression with the client and enable me to easily move to the next stage of the sales process, analyzing and presenting a customized mortgage plan. Because of the quality of this interactive online presentation,

prospects instantly realize that I am not just a salesperson, but rather a trusted advisor who can create a lasting positive impact on their financial future.