

## BRAND PROFILE FOR HOMEPLUS

### Brand Narrative

With just two employees and a home office, HomePlus was built in 1999 on a foundation of personal relationships with our clients. Even now, as we approach a milestone of \$1B in annual loan volume, we still think of this, not as a 10-figure achievement on our part, but with gratitude that we will be helping more than 2,000 clients a year—one home purchase or refinance at a time.

In 2015, we rated #1 in customer service at Lending Tree every quarter in a field of 380 lenders. Our four- and five-star reviews across online platforms consistently mention the relationships our customers have built with their Residential Mortgage Loan Originator.

Our clients, mostly professionals in major metro areas of California, Florida, Texas, and Washington state—name names when praising their experience with us. For example:

---

*“Carl worked with me on my refi, and everything went so smoothly.”*

*“Gary knows exactly what to do.”*

*“James was great. Always accessible, attentive, and straight to the point.”*

*“Stephanie is one of a kind. The moment I spoke with her, I knew immediately that I was dealing with a trusted, dependable, helpful and professional loan officer.”*

---

While relationships are at the heart of what we do at HomePlus, it’s also important to us that we employ the best of technology to make our clients’ lives easier. We were one of the first mortgage companies to do business online, and our proprietary, 100% electronic process enables an easy, paperless transaction for our customers. It’s no coincidence that when we rolled it out, we achieved our best customer service ratings ever.

Whether implementing user-friendly technology or embodying a customer-first culture, our focus on service flows from the top down. Our founder and CEO, Phil Pizzino, is in the office daily advancing the HomePlus mission: helping the customer and providing exceptional service through hard work, world-class systems, and only the best people.

## Brand Talking/Value Points

- Dedicated Residential Mortgage Loan Originators, Realtors, and support staff who are personally invested in clients' success.
- Proven system developed by business, mortgage, and real estate leader. Don't leave your mortgage/home purchase to chance!
- The BEST ratings on Lending Tree... #1 in the country out of 380+.
- Process in a timely manner with intuitive, paperless application and closing platform.
- Positive feedback (reviews), integrity, follow-up (customer service).
- One-on-one relationship with an excellent loan officer (end-to-end personal care).
- Stability: We've grown 20% to 30% each year and tripled volume since 2012.
- HomePlus is on its way to processing \$1B in home loans each year.