



November 13, 2007

## **The RIGHT MORTGAGE ®: Press Release**

# **Canada's largest mortgage brokerage demystifies mortgages with the launch of Right Mortgage®!**

The Right Mortgage offers Canadians a real alternative that allows the mortgage consumer to self-select their own terms, privileges and rate.

**Mortgage Alliance** has grown to become Canada's largest independent mortgage brokerage because they understand that every Canadian is different.

**The Right Mortgage®** is a new product and process designed to demystify mortgage pricing for consumers and who better to launch this new concept into the Canadian mortgage market than Mortgage Alliance – Canada's Mortgage Authority. Over the past 9 years Mortgage Alliance has been helping Canadians discover “buyers rejoice” when it comes to mortgage financing.

We spoke with hundreds of consumers and asked them to tell us what they felt during the mortgage purchase process. Not surprisingly, many found the process intimidating and confusing – during what is (in the vast amount of instances) their largest lifetime purchase decision. As a result, “Right Mortgage®” was born.

During our research we discovered varying concerns expressed by people ranging from the “way” the mortgage products and process was presented to them.

Right Mortgage® represents a ‘real’ change- lead by a dynamic group of experienced mortgage professionals.

“We can now meet with our clients and together we can build the Right Mortgage® for them, based on what they want and they can see exactly how it works” said Michael Bequette, President & C.E.O., Mortgage Alliance. “This new process allows our clients to select items and components that they would like to include in their mortgage and they instantaneously see how it affects the overall term, rate and payment of their mortgage.”

### CONSUMERS CAN CHOOSE THINGS LIKE;

- RATE HOLD PERIOD
- PRE-PAYMENT PRIVILEGES
- PAYMENT FREQUENCY OPTIONS
- AMORTIZATION PERIOD
- “SKIP A PAYMENT” OPTION

When you choose the RIGHTBroker™ you get the RIGHTMortgage® .

Right Mortgage® IS AVAILABLE ONLY THROUGH MORTGAGE ALLIANCE PROFESSIONALS.

In support of the launch for Right Mortgage®, Mortgage Alliance created a 60 second Television commercial that started airing on Wednesday October 31<sup>st</sup>, on SUN TV – Toronto Featuring Patty Ocol, Mortgage Alliance Professional. *Please see screen capture below.*

For more please contact: Michael Bequette, President & C.E.O.  
1-877-366-3487  
Local: 416-499-5454  
[mbequette@mortgagealliance.com](mailto:mbequette@mortgagealliance.com)

