

Interactive Financial Offers Small Mortgage Shops Opportunity to Affiliate and Retain Brand Names

Interactive Financial Corp., a national mortgage banker and broker, has launched a public relations and marketing campaign to attract independent mortgage companies into its corporate fold.

The company is built on a “model branch” structure, in which independent brokers become affiliates. Under its latest outreach program, an independent mortgage company that affiliates will become its own separate new division of the corporation while retaining its original brand name.

“As a partner, you retain your own identity while being marketed as a division of a nationally recognized and respected organization,” the company said. “You will also benefit from our warehouse line, which gives you the ability to function as a banker as well as a mortgage broker. This is a way to achieve bigger profits.”

CEO and President Hunt Gersin said, “By becoming a new division of Interactive Financial, these independent companies will be able to reduce operating costs, have the ability to lend in multiple states, offer all types of loan

products as well as receive accounting and support services.”

Interactive Financial offers a model branch development manager who acts as a liaison, marketing tools and relationships, administrative and technology services, and training opportunities.

Interactive Financial says the company set out to fix problems that have dogged some companies with a “net branch” structure, which has sometimes been associated with unscrupulous operators. Gersin attributes the company’s success to a strict recruiting process and a focus on building strong relationships.

“We were surprised to discover that the key was simply strong, open-ended relationships where branch managers could maintain their entrepreneurial identity as long as they operated at a standard high above the norm and remained in consistent contact with our lending organization,” Gersin said.

Interactive Financial expanded to more than 40 model branches nationwide during 2006 and generated more than \$6 million in sales, a 50 percent increase over 2005. ►