

H O W  
T O A P P L Y

**2 Easy Ways to Apply**

①

Call 123-123-1234

②

Online at [www.callequity.com](http://www.callequity.com)

Scan here for  
my Secure  
Application!



EQUITY RESOURCES, INC.  
Your direct lender



**Our goal is to make  
you a raving fan.**

C O N T A C T I N F O

EQUITY RESOURCES, INC.  
Your Name  
NMLS 12345

Phone: 123-123-1234  
Email: [Emailme@callequity.com](mailto:Emailme@callequity.com)

R E F E R E N C E S

Call for a list of testimonials  
or visit [www.callequity.com](http://www.callequity.com).

*"Equity Resources' customer service was among the best we've ever encountered. Helpfulness, a positive outlook, promptness and even kindness all seemed like second nature to everyone we talked to at Equity. We would recommend them to anyone who is looking to buy a house or refinance because our experience was terrific!"*

Wes and Cheryl Weaver

Your Office  
Suite xxx  
Your City, State Zip



Corporate Office  
25 South Park Pl  
Newark, OH 43055

**Buying  
a Home**

**We make it  
stress-free.**



**EQUITY**  
RESOURCES, INC.  
*mortgages*

Your direct lender

*Serving Alabama, Connecticut, Delaware,  
District of Columbia, Florida, Indiana,  
Kentucky, Maryland, Massachusetts,  
Michigan, New Hampshire,  
North Carolina, Ohio, Pennsylvania,  
Rhode Island, South Carolina and Virginia.*

[WWW.CALLEQUITY.COM](http://WWW.CALLEQUITY.COM)

We make it easy!



## Step 1: Apply

You'll get a FREE pre-approval.

You'll know the price range of homes you can afford comfortably.

## Step 2: Pick Your Home!

Call Your REALTOR® to help you find your dream home.

### Customer Testimonial:

*"We want to thank you so very much for all of your help with the purchase of our dream home! We absolutely love it! We will surely recommend you to any of our friends buying a home in the future! Also, thanks for the birthday card. That was the 1st piece of mail delivered to our new address!"*

*Michael and Lynn*

## PURCHASE HIGHLIGHTS

- Loans for First-Time Homebuyers
- USDA Loans with 100% Financing
- Loan Programs Down to 580 Credit Score
- Pay Off Your Land Contract or Lease Option
- Investment Property & Second Home Financing
- FHA Programs
- Conventional Loans
- VA Loans with 100% Financing

Direct lender = quick, smooth process.  
Low, competitive rates.  
Honest answers & advice.

**Better Business Bureau Rating: A+**  
*Accredited member of the Better Business Bureau. Equal Housing Lender. Approved FHA Lender. Programs are subject to change without notice. Certain restrictions apply, call for details. NMLS: Your Name 12345, Corporate 1579, Your Office Licensing.*

## OTHER HIGHLIGHTS

- Low, Competitive Rates
- No Application Fee
- Pre-Approvals in 24-Hours
- In-House Underwriting
- Free Credit Tips
- Direct Lender
- *If we can't approve you today, we'll give you the steps to a future approval...free.*

## FREE REPORTS FOR HOMEBUYERS

- House Hunting Checklist (a must have!)
- Buying Your First Home
- Critical Questions to Ask

We've specialized in "service" and doing mortgages since 1993. We are the direct lender.

*quick*  
**comfortable**  
**HONEST**

While honesty and integrity direct us, our service is what defines us.