

CASE STUDY: Loan Search

CHALLENGE

Loan Search pioneered the field on online lending and was a startup company when it came to Block & DeCorso a decade ago.

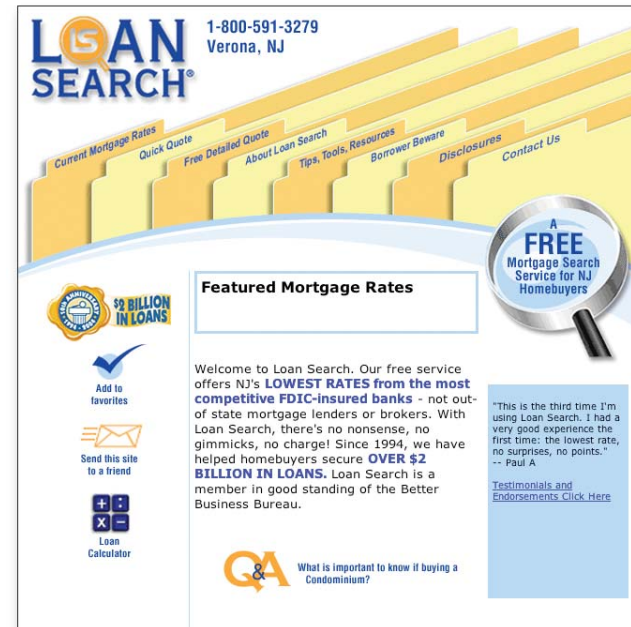
SOLUTION

Block & DeCorso initially launched Loan Search with ads in local daily and weekly newspapers promoting New Jersey's lowest rates on mortgages. We then helped the firm make the transition to the Internet with the design of its website, which contains daily updated rates from banks around the state, an instant quote feature and an online prequalification form for requesting a detailed quote. The website design has the organized look of tabbed file folders, which many have since imitated. It is intended to be easy-to-navigate and non-chaotic in appearance, reducing stress during what is often a very stressful activity.

RESULTS

In its first decade of operation, Loan Search grew from a startup to a company that has originated \$2 billion in mortgages within its limited marketplace of New Jersey.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



LOAN SEARCH
FINDS NJ'S BEST MORTGAGE RATES!

**NO NONSENSE!
NO GIMMICKS!
NO CHARGE!**

- Have your loan request presented to 20 of NJ's most aggressive savings banks.
- Full disclosure of all fees & terms.
- We will put any quote in writing.
- No origination fee, good credit required.
- A **FREE SERVICE** sponsored by participating lenders.

15/1 ARM JUMBO From \$1,000,000	15/1 ARM ONLY JUMBO From \$1,000,000
4.50% APR	5.00% APR
5.46% APR	5.54% APR
10/1 ARM JUMBO From \$1,000,000	10/1 ARM ONLY JUMBO From \$1,000,000
5.13% APR	5.50% APR
5.47% APR	5.86% APR
30 YEAR FIXED From \$1,000,000	30 YEAR ARM From \$1,000,000
5.50% APR	5.75% APR
5.57% APR	5.82% APR

HOURS: Mon-Fri: 9AM-5PM
CLOSED ON SUNDAYS

Rates obtained during the week of 8/2/03 for qualified borrowers with 20% down. Loan with less than 20% down require PMI with higher APR. Rates subject to change. Loan Search (LOAN SEARCH SERVICES CORP) is an information service, not a lender, and does not make any mortgage loan commitments or fund any mortgage loans. Licensed Mortgage Broker, NJ Dept. of Banking, 532 Bloomfield Ave., Verona.

LOAN SEARCH

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www.LoanSearch.com



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