



Mortgage Banking a window of opportunity

Tom Peters once said, "If you're not confused, you're not paying attention." With all the attention currently focused on the mortgage industry, are your customers and community confused about who to trust for mortgage lending services?

Now is the time for community bankers to turn customer confusion into customer acquisition. While the non-bank mortgage lenders are struggling to regain confidence (not to mention viability), take this brief window of opportunity to invigorate your bank's mortgage lending services _ or start a new mortgage loan program.

Because community banks have NEVER been associated with the sub-prime practices of the current mortgage debacle, seize this time to promote not only your mortgage services, but also your local people who are making local decisions and your safety and soundness.

Take advantage of special resources available from IBAT:

✓ www.ibat.org Product Service Provider List
for mortgage services:

- Charter Mortgage: 505-332-5511
- Federal Home Loan Bank: 214-441-8565
- Robertson & Anschutz: 713-980-9500
- Shelter Mortgage: 972-867-4200
- Taylor, Bean & Whitaker Mortgage Corp.: 678-742-4856

✓ ICBA's National Community Bank
Mortgage Week November 5-9, 2007

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Marketing programs for mortgage services with special
IBAT member pricing are also available by calling
The Genesis Group at 800-725-3800. Start your new mortgage
program or revitalize your current program today!



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