

# From Coast to Coast, Shore Mortgage Now Offering Home Loans in All 50 States

TROY, Mich., Oct. 29, 2013 (SEND2PRESS NEWSWIRE) – Shore Mortgage, a fast-growing, direct-to-consumer online mortgage lender focused on service and speed, today announced that the firm is licensed to originate and service mortgages in all 50 states. This makes Shore Mortgage, a division of United Shore Financial Services, part of a select group of direct lenders with nationwide coverage.

“Pardon the pun, but we now operate from shore to shore,” David Hall, President of Shore Mortgage, explained. “Being able to operate in every state – which means covering our country’s nearly four million square miles – gives Shore Mortgage a strategic advantage. In terms of training and technology, this was hard work, an effort only a few are willing to attempt. But it is well worth it – especially for our clients moving from state to state.”

The milestone is important to Shore Mortgage because as an independent broker the company does not receive the licensing exemption that depository institutions possess. Banks and credit unions are federally regulated while Shore Mortgage complies with individual state licensing issues.

Founded in 1986, Shore Mortgage offers clients a broad range of innovative mortgage lending programs, competitive rates and terms, and the convenience and security of a direct Internet-based application and approval process.

In addition to the full line of mortgage options, Shore Mortgage offers additional inventive programs including “Work Perks” which provides discounted closing costs and a premier processing team exclusively for employees of enrolled businesses, and “Shore Before” – a mortgage pre-approval “plus” reviewed by an underwriter in advance of an offer being made.

“This is an important part of Shore Mortgage’s growth strategy,” Hall said. “We are built upon more than 20 years of world-class service, and I’m happy we are extending that reach.”

## **About United Shore Financial Services:**

Founded in 1986, USFS is one of the largest independent mortgage lenders in the United States. It operates three brands: United Wholesale Mortgage, Shore Mortgage and Capital Mortgage Funding. United Wholesale Mortgage is the fourth largest wholesale mortgage lender in the country, while Shore Mortgage is a nationally known, direct-to-consumer mortgage lender. Capital Mortgage Funding is a leading mortgage lender in southeastern Michigan. Together, the company employs more than 1,200 team members, projecting more than \$16 billion in originations in 2013.

More information: <http://shoremortgage.com/>.

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\* Photo Caption: From left, John, Shon and Mike assist Shore Mortgage clients close on new homes across the country from their Troy, Mich., office.

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