

United Wholesale Mortgage Rolls Out Marketing Program for Brokers

TROY, Mich., April 9, 2013 (SEND2PRESS NEWSWIRE) – United Wholesale Mortgage (UWM), the fourth largest wholesale mortgage lender in the nation, today announced it has launched a free Web portal that enables brokers they work with to produce customized flyers, with options geared towards also marketing to borrowers and REALTORS®. The system offers an easy-to-use interface by which to tailor marketing pieces, thus promoting the growth of their businesses and personal brands.

Users can log into the portal and quickly generate a free PDF for email purposes of self-printing whereby contact information, company name, logos, photos and more can be configured to create a professionally designed marketing piece. Functionality at the site allows brokers and agents to personalize flyers, change content and instantly download them into formatted PDFs. UWM makes available options to order full-color printed copies that can be used to hand out to borrowers or REALTORS, as mailer campaigns, or in any way the like.

“The initial response of this free service has been well-received by originators, and we expect the portal to become a widely used marketing tool over the next few months,” said **Mat Ishbia, president of UWM**. “We strive to continually make our originators more successful; the development of this free service helps them to accomplish that.”

As new UWM products are introduced, they will be added to the template database for approved users to take advantage of. Brokers can sign up to use the marketing portal by contacting UWM at (800) 981-8898 or via email at signup@uwm.com.

About United Wholesale Mortgage:

Headquartered in Troy, Michigan, United Wholesale Mortgage underwrites and provides closing documentation for residential mortgage loans originated by mortgage brokers, banks, credit unions and correspondents. UWM provides unparalleled service with its deep understanding of the mortgage process using its talented team of account executives, underwriters, closers and funders, who have years of experience with intricate knowledge in wholesale. UWM’s positive teamwork and dedication to exceptional customer service has resulted in continued success and growth that has spawned expansion. For more information, visit <http://www.uwm.com/> or call 800-981-8898.

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