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Independent Real Estate Agencies and Buyers Benefit from New Partnership

By Susan Aitoro

As an independent real estate agency you provide specialized service to Monmouth and Ocean home buyers—you know the local market down to neighborhood streets and you've built your business by providing personalized, best-in-class service to discriminating clients.



Now, you can take your business one step further by joining First Atlantic's Realtor Partner Program. Today's large real estate agencies offer buyers the house and the mortgage – a complete home buying solution. Smaller, independent agencies have been left out in the cold because banks cater to large regional and national agencies. First Atlantic, a local credit union that provides banking services in Monmouth and Ocean counties, is helping independent realtors level the playing field by providing turnkey home financing services.

Why do you need a mortgage partner?

Independent agencies don't need to act small. By partnering with First Atlantic, you'll have access to the same home financing services as a large real estate firm, such as pre-qualifying new clients early in the sales process, a 24/7 online application tool and fast processing. Other benefits? How about free advertising and marketing opportunities – allowing you to reach a whole new client base. Plus, you'll have a personal Mortgage Specialist at your disposal who will handle your client's mortgage process from application to closing.

What will your clients get out of it?

You'll get a reputation for top-notch service and your clients benefit too. They may avoid unnecessary broker fees, and can look forward to a refunded application fee at closing. Most importantly, your clients will be assigned a personal Mortgage Specialist, who will make it easy for them to get the right mortgage quickly, often in as little as one business day.

How it's done?

There's really not much to it. First Atlantic is always looking for new partners to join the family. Our Realtor Partner Program promises mortgage and marketing services that allow independent, entrepreneurial agencies to compete at a higher level. That value is passed onto your clients by offering them great rates and personalized service.

For more information, or to become a partner today, call First Atlantic Real Estate Lending at 732-380-3600, extension 3903.

Susan Aitoro is Assistant Vice President, Real Estate Lending at First Atlantic Federal Credit Union. She has been providing First Atlantic Mortgages and home equity services to Monmouth and Ocean County residents for over twenty years.