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UNITED FIRST FINANCIAL

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Editorials Presented by:



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- How To Maximize Your Direct Mail Response Rate In Today's Market
- Find Your Sales Bliss
- Keys to Search Engine Marketing for Mortgage Success

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UNITED FIRST FINANCIAL & THE MONEY MERGE ACCOUNT

Offering Americans Freedom from Homeowner Debt And Igniting Broker Business!

By Jennifer Hadley

Skyler Witman and John Washenko were barely toddlers when they became friends, and long before they became business partners. Growing up together, their lives in some respects mirrored one another, as each witnessed their respective families struggle with debt, including foreclosures and other mortgage related hardships. While watching their parents' efforts to get ahead was not pleasant for either of them, it forged a bond between the two that would manifest itself years later, in the development of one of today's most innovative mortgage products designed specifically to help families manage debt; the Money Merge Account System (MMA).

CHAMPIONING PERSONAL BELIEFS:

After working in sales together throughout high school, John and Skyler joined forces ten years ago to launch their own mortgage company, Accelerated Equity. Although the company became one of Utah's fastest growing companies by its third year in business, a common theme in mortgage lending began to plague the young entrepreneurs. "After we had done several mortgages, we realized that setting someone up with a mortgage wasn't necessarily helping them to succeed or get ahead in life. It didn't help them achieve their financial goals. It just lowered their monthly payment and created more debt," says John.

Seconds Skyler, "This kind of went against our goal. We hoped to help homeowners to get in a better situation." Furthermore, he adds, "After seeing too many homeowners coming back to us, who had dug themselves deeper and deeper into this financial pit, we decided that there had to be a better way."

A better way there was indeed, but it would take years of tireless research, testing and investing in their personal beliefs to

create this better solution. "We both understood the basic concept of money and how hard it is to come by. It's hard to get ahead in life," says John. Skyler concurs, "While debt is a necessary part of our lives, it's not something that I feel has to control our lives." So, armed with personal beliefs that all people should be able to control their own debt and someday eliminate it altogether, and Skyler's motto of "I hate debt," the lifelong friends set about to change the way all American homeowners take control of their debt, beginning with their mortgages.

FOCUSED ON A CURE:

John and Skyler decided initially to offer their clients debt reduction plans such as bi-weekly payments, but they still weren't satisfied with the results. That was, until 2002 when they stumbled across the Current Account Mortgage (CAM) concept which accounts for at least 1/3 of all mortgages in the United Kingdom, Australia and throughout Europe. While Skyler and John hit a road block trying to duplicate this successful system in the U.S. (due to banking laws and restrictions), they were convinced that the foundation of the CAM could and should be mimicked here.

A CAM essentially allows homeowners to use their money (which would otherwise be sitting in a checking account, earning minimal interest) to instead, reduce the principal owed on their mortgage. Simple math dictates that the lower the principal amount owed; the less interest a homeowner will pay.

However, fine tuning that simple math into a software based program which would conform to U.S. Banking regulations, reduce the average length of time it takes to pay off a 30 year mortgage by up to one-third or half the time, and still allow homeowners to maintain the lifestyle that they are accustomed



A large, detailed image of the Statue of Liberty, showing her head with the crown, her right arm raised holding the torch, and her left arm holding a tablet. The background is a gradient of blue and yellow.

to, was a project that would be years in the making.

Recognizing that a provable mathematical algorithm would need to be developed to meet all of these objectives, Skyler and John contracted a high profile aeronautical engineer to spearhead the technological development of what would eventually become the Money Merge Account (MMA). The engineer delivered, and the MMA was rolled out to a test market of over 400 Denver Colorado homeowners in 2005-2006, with results far exceeding John and Skyler's expectations. Here's how it works:

3 SIMPLE COMPONENTS:

The MMA utilizes three components to pay off mortgage debt at an astonishing rate. These three components include an existing first mortgage, an advanced line of credit (ALOC), which is a specific type of a home equity line of credit (HELOC), and The Money Merge Account Web Based Software and Coaching Service. The existing first mortgage can be any type of mortgage loan; from ARMs, to Interest Only, to fixed rate loans. Moreover, the MMA program is designed to work with loans provided by all major lenders.

The HELOC essentially drives the MMA System. This HELOC must also fall within certain guidelines to work with the Money Merge Account Program.

THE TYPE OF HELOC THAT MMA USERS REQUIRE:

- A. Must be an open ended Home Equity Line of Credit.
- B. Must have an interest only payment option.
- C. Must be a variable rate.

With this home equity line in place, homeowners begin to utilize this account as they would any regular checking account. That is, paychecks are deposited into it, monthly expenses are written from it and cash can be withdrawn as needed. But how does it help?

Consider that on average, a checking account generally yields less than 2% interest earned on the balance. Likewise, most savings accounts will garner the account holder about a 2-4% interest earning. Yet, most

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ORIGINAL
CO-FOUNDING
TEAM:

*Skyler Witman,
John Washenko,
Don Jorgenson,
Matt Lovelady,
Stuart "Mac" Saunders,
Jonathan Bonnette,
Steve Smith*

mortgages (almost unanimously the largest debt a consumer will call their own) will command at least 6% interest on the loan amount. The discrepancy in interest earned versus interest owed is a primary reason that many homeowners are never able to pay off their debt.


But with the MMA, each time a homeowner deposits income into their HELOC account, it effectively lowers the "average daily" balance owed on the mortgage. A lower balance equates to lower "daily" interest charges, and therefore, substantial savings realized by the homeowner.

For example, paying 6% interest on a \$250,000 mortgage is going to result in tens -if not hundreds-of thousands of dollars in interest paid, over the full term of the loan. But because the MMA System provides a proven method for lowering the overall balance on the first mortgage (by utilizing

mathematics to determine when homeowners ought to transfer a large lump sum from the HELOC to the primary mortgage), the MMA System shaves years off of the loan, and shaves thousands off the amount of interest paid.

The MMA, though not the first CAM concept based mortgage system in the U.S, is unique in its third component; the Money Merge Account Web-Based Software and Coaching Service, which includes free upgrades to the software as it becomes available and access to a top notch technical service support team through a toll free number. The software is also transferable to up to 5 new homes, investment properties, and in some cases, commercial properties and churches.

This patented software provides each homeowner with an individualized action plan based upon their specific financial situation. That is, the software is not merely a generalized



management tool, but literally spells out for homeowners when to transfer money from their HELOC to their primary mortgage, to reduce the interest owed and shorten the life of the loan. The software also lets users know, to the penny, how many months and years extra money deposited into the HELOC or taken out, will affect the pay off of their mortgage. This helps users stay focused on their mortgage payoff goal and make better decisions on how they choose to spend their discretionary income.

Each homeowner inputs their own data in the MMA software, including all expenses and income. The software then utilizes mathematical algorithms to provide a personalized plan of action for the user, taking into account all of the homeowners' transactions and spending habits. If the users get off track, and need to take out extra money from the HELOC for an unexpected event or emergency, the MMA simply recalculates (like

a GPS does when someone misses an off ramp).

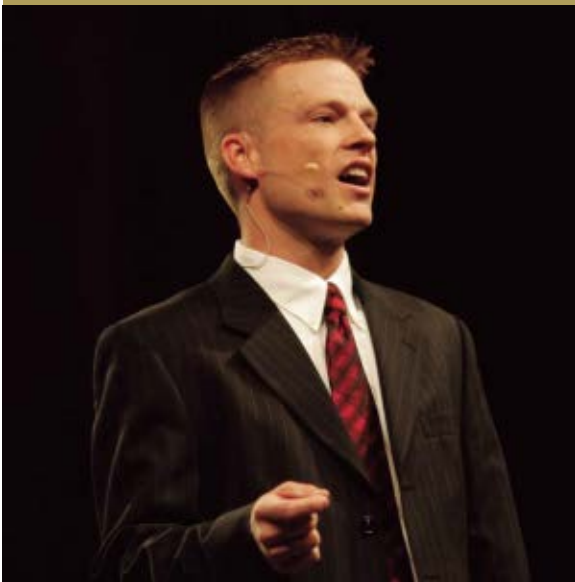
Since MMA also allows the user to see exactly how long it will take to pay off their mortgage by providing reports detailing income, expenses, equity build up, loan reduction progress, interest savings and account balances, homeowners finally have a clear picture of their financial future. Additionally, because the MMA is customized to each homeowner, changes in income, expenses, etc., can be updated at anytime, prompting the system to create and deliver a new plan of action.

The cycle of the MMA is designed so that each time an optimum balance has been reached in the HELOC, the user is notified to apply a designated amount from the HELOC to their primary mortgage. Homeowners following the action plans provided by the MMA Software will again save by using

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*Co-Founder
Jonathan Bonnette
welcomes all
attendees to United
First Financial's
First Annual
Convention in Salt
Lake City, Utah.*



*Co-Founder
Skyler Witman
explains to all in
attendance that
"the Money Merge
Account is the next
401k."*



*Co-Founder
John Washenko
explains how
"paying off your
home is part of
the American
Dream."*

any surplus of money left in the HELOC (after all bills and expenses have been satisfied) to their advantage. Because any surplus will be applied towards the balance, the balance is decreased, thereby again decreasing the interest owed.

SHARING THE SOLUTION:

With their MMA System securely in place, Skyler and John next needed to find a platform for offering their product to clients. They set about to recruit and forge an alliance with likeminded, experienced mortgage professionals to help launch United First Financial. They found exactly the professionals that they needed to facilitate the marketing efforts and growing demand for the MMA in Jonathan Bonnette, Matt Lovelady, Don Jorgensen, Mac Saunders and Steve Smith. The seven person team became the backbone of United First Financial, and immediately set about to test market the product that had been in development for years.

United First Financial selected 400 homeowners who were willing to participate in a year long beta test of the MMA. The results were impressive and encouraging; with final results indicating that homeowners were often ahead of the predicted pay off time by as much as 20%!

Upon receiving these results, United First Financial wasted no time in beginning to market their proven system. The founders immediately started hosting seminars, offering free webinars, and signing up Independent Agents, including Financial Planners, Mortgage Brokers, Real Estate Professionals and Insurance Agents to sell the MMA System. Their efforts paid off quickly, and to date, United First Financial counts over 16,000 business professionals as Active Independent Agents. More than 2,000 new agents continue to sign up each month.

SMALL POWERFUL STEPS:

John sums up the MMA System best by stating that "What it does, is tie small little steps into powerful results. The Money Merge Account is putting your money back into your control and it helps you to make good financial decisions." Their more than 6,000 clients to date couldn't agree more. In fact, according to satisfied clients Jeff and Terry Hinson, "At first, it seemed like something that was too good to be true. We had to start thinking about things in a totally different way, but it has been completely worth it. It has given us more freedom, more breathing room, and it feels really good. It helps you reach your goals and see the light at the end of the tunnel. I love the fact that we are so much more aware of our financial well-being at any given time. The software is help-

ful and the technical support that they have is amazing. We always get a call right back and they are totally willing to talk you through things and help you problem-solve. We're sharing this with our entire family."

However, even those who are skeptical of the MMA can form their own opinion of the system by having a free analysis provided to them by a licensed independent agent. As the prudence of utilizing the MMA system is determined on an individual basis, homeowners are offered a detailed financial analysis prior to purchase, to determine if the program is right for them. United First Financial also offers a money back guarantee, promising that the results homeowners will realize will at least match those of the analysis.

MORTGAGE ORIGINATORS SHARING THE INFORMATION WITH THEIR CLIENTS:

There are many reasons why the MMA is resonating so well with mortgage originators. Besides the obvious, that this new product provides originators with a chance to reach out to all past clients who want to eliminate years off their current mortgage; in some sense there has never been a better mortgage climate for this type of product because of the current real estate market.

Furthermore, mortgage companies are now training all their loan officers to use the MMA as a tool to destroy their competition when competing for a client's business. When two mortgage companies are offering the same mortgage, at the same rate, the company that's able to offer a plan to pay off the mortgage in up to 1/3 to 1/2 the time, has the unfair advantage. Mortgage originators wanting to offer and sell the \$3,500.00 MMA program to their clients must pay a one-time fee of \$175.00 and pass an online certification course, which usually takes a weekend to complete. The commissions, overrides, and bonuses for selling MMA are very generous and the company's structure is similar to a traditional insurance company.

Because the MMA works with homeowners who currently have an ARM or Interest Only mortgage set to expire in coming months, originators have a legitimate reason to call on past clients, and offer MMA, which may be the solution to concerns about rising interest rates. The MMA will allow homeowners with these types of loans, and who don't plan to stay in their homes very long, to build equity fast. In addition, the MMA also works with homeowners who intend to stay in their home for the duration, but would prefer to pay off a 30 year fixed mortgage in as little as 8-11 years.

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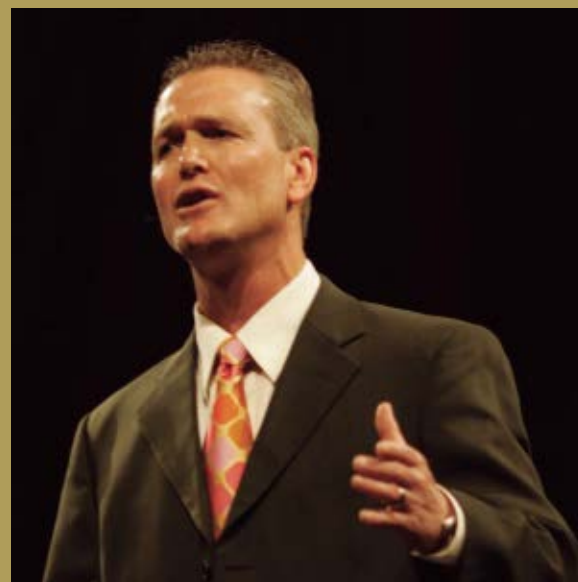
Christopher Gardner of "The Pursuit of Happyness" fame was the keynote speaker.



Dexter Jordan publicly thanks founders of United First Financial for giving him the power to pay off his "Interest Only" mortgage in only 9.67 years.



Stuart "Mac" Saunders shares United First Financial's dream of using the Money Merge Account to help free American homeowners from financial bondage.





Brooke Barnett

Brooke Barnett, a Mortgage Broker in San Diego, CA says “I’m finding after introducing the Money Merge Account to a new client, that I have all the crucial information needed to evaluate their current financing situation, giving me the ability to refinance at least 20% of their first mortgages, resulting in even greater savings.”

Similarly, it’s no surprise then when asked how he felt about adding the Money Merge Account to his product line, Kelly Kline, a Mortgage Broker in Carlsbad, CA said “I like that the Money Merge Account was easy to integrate into my existing mortgage business and I like that it allows me the opportunity to make a tremendous amount of extra income by simply “helping” my clients pay off their mortgage in as little as 1/3 to 1/2 the time.”



Kelly Kline

But refinance loans are not the only source of booming business brought on by offering the MMA. Many originators have seen their referral business explode since becoming active licensed resellers of MMA. Scott Schaffer, a mortgage broker in Folsom, CA, says, “Any mortgage broker who does not show their clients how to accelerate their mortgage payoff through this program is crazy. My clients keep asking me ‘why hasn’t anyone told me about this before?’ This program has created a referral brush fire for me.”



Scott Schaffer

Top United First Financial agents are also enjoying the tremendous financial success that goes along with helping their clients reduce the debt. Top reselling agents of United First Financial are currently making as much as six figure “per month” incomes selling this program.



Brian Topor

It’s clear that the MMA has raving fans, including thousands of homeowners, REALTORS®, accountants, financial planners, mortgage originators and even magazine publishers singing its praises. Brian Topor, Executive Publisher of Broker Banker Magazine even opted to weigh in on this innovative product explaining, “As an experienced mortgage originator and Founder/Publisher of Broker Banker Magazine, I’ve come across every imaginable product designed to help mortgage originators generate more business. Some have been great, most have not. I have never personally and/or publicly endorsed any product. However, I’m endorsing this one. It’s the Real Deal.” ■

Visit www.unitedfirstfinancial.com for more details, including a step by step video tour walking mortgage originators and homeowners through the MMA System.



Over 2,000 United First Financial Agents and guests were in attendance at this year’s annual convention.