



Mission Statement

We do what it takes each day to create another customer for life.

“Customer for Life” Philosophy

Midwest Family Lending’s goal is to create “Customers for Life”, not simply close loans. In most cases, your home loan is one of the largest decisions you will ever make. Therefore, why would you work with someone you do not trust? We believe that each transaction is an opportunity to show the customer that it is possible to trust the individual as well as the company with whom you are doing business. The following items discuss how and why we operate under this philosophy.

Why we strive to create a “Customer for Life” during every transaction:

- We believe this is the key to long term success in our business.
- This is our “Career”, not our “Job”. The difference will be obvious.
- We believe in relationships, not transactions.
- We believe that the best way to grow the business is through repeat and referral business.

What we do to create “trust” or a “Customer for Life”:

- **We educate our borrower.** The better informed you are, the better decision you make.
- **We personalize the transaction.** We meet with our borrowers, not just talk to them over the phone. During this meeting, we seek to understand not only their mortgage needs, but other important needs as well. This allows us to help them create a short and long term roadmap for their situation.
- **We “ask”, we don’t “tell”.** We seek to understand the borrower’s needs. We never assume that we know what is best for the borrower.
- **We never tell our customers “No”.** If you don’t presently qualify for the loan you desire, we will present you with a roadmap to achieve your home ownership goals. We call it our “Don’t Give Up” program.
- **We always escort, we never point.** We will take the initiative to handle whatever possible to make your transaction as stress-free as possible.
- **We communicate.** You will always know the status of your loan as well as the terms and conditions. To better stay informed, please fill out the two communication methods below.

By following the philosophy listed above, we believe that each customer will not only get the home loan they desire, they will also gain a trusted advisor for future mortgage needs, whether they be their own or a friend’s or family member’s.

“Sound mortgage advice from your trusted advisor.”