

## **San Diego Lending Solutions, Inc. Established in San Diego County**

*New lending business focuses on customer education; Financial goals rank consistently in top resolutions for new year; Consumers encouraged to perform financial check-up and annual review of mortgage*

**Dec. 26, 2007** - [PRLog](#) -- Daniel Williams, president of San Diego Lending Solutions, Inc. (<http://www.sandiegolending.us>), announces the creation of a new local mortgage lending business. While there are many banks and mortgage professionals in the San Diego marketplace, Williams helps clients through what can be a very confusing and stressful part of their life, buying or refinancing a home through proper mortgage planning and analysis.

Williams, who is a certified mortgage planning specialist and a certified liability analyst, says client education and truly valuing client relationships is the cornerstone of San Diego Lending Solutions. “When people often apply for a mortgage through a bank or lending company, they are treated as a number on their application,” says Williams. “Additionally, when applicants don’t have the financial education when they apply for a line of credit or mortgage, and they can fall into the trap of predatory lending practices or worse, foreclosure. Taking the time to educate and develop trust with clients will help them succeed and achieve financial stability.” Williams also creates alliances with realtors, CPAs, and attorneys to educate them on how mortgages affect their clients and their area of expertise.

Additionally, Williams encourages current and prospective homeowners to take the lead on their future and perform a health check on their finances and a review of their mortgage at the start of the new year. Financial goals like saving more money and reducing debt consistently make the list of most Americans’ top New Year’s resolutions. But this cannot be achieved without a realistic financial check-up to understand where a consumer is at currently which can determine where they want to be. “Just like an annual appointment with an accountant or tax professional, it is also important to check your financial well-being,” says Williams. “A change in family status such as a new baby or a child going to college, or a change in jobs or income, can affect a consumer’s financial health and a check-up with a mortgage professional can insure that your current loan is the best one available for your personal situation and educate consumers about what lenders look at when evaluating an application for a mortgage or line of credit.”

Prior to joining the mortgage planning industry three years ago, Williams was a former director of business development for a large transportation company and an account executive for a Fortune 500 company. A resident of Chula Vista, Calif., Williams earned a master of business administration from National University in San Diego and dual bachelor degrees in business administration, finance and marketing from Ohio Northern University. An avid tri-athlete, Williams supports the Challenged Athletes Foundation and the Lance Armstrong Foundation.

For more information about Daniel Williams and San Diego Lending Solutions, visit <http://www.sandiegolending.us> or call 619-240-7187.

Website: [www.lemonadepr.com](http://www.lemonadepr.com)

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