

Eyeing key market opportunities, Edmonton Mortgage Broker (Alberta Mortgage) is looking to Expand.

By Anuj Gupta, AMP, Bcomm

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The corporate strategists at Alberta Mortgage see a glistening silver lining today. Now, opportunities exist in a variety of sectors, particularly in the residential and commercial financing sectors for those who treat their customers right.

The late 2000's are now being referred to as this generation's Great Depression --a statement hard to fathom as little as 8 months ago, when record setting oil prices and a rock-steady economic forecast seemed to be the new norm. College students constantly heard that they were so lucky to be entering 'this job market' where no applicant was turned down --and everyone could grow rich and prosperous. But now, in an altered economic environment things have changed. The golden promise of an expanding economy and prosperity for all is quickly being replaced with words of caution from every expert and analyst around the Globe. But in the midst of the surrounding 'doom and gloom' of the new economic environment, some companies are seeing room for growth, added consumer protection, better customer service practices and yes, even wealth creation.

In the midst of a now World Recession, the corporate strategists at Alberta Mortgage see a glistening silver lining. Today, opportunities exist in a variety of sectors, particularly in the residential and commercial financing sectors. Changes in government regulations, lending practices, and investor scrutiny have created a market in which those with the ability and knowledge to best serve their clients will become valuable commodities.

"Customer service, and competence will really become factors in the coming months, and I hope, years" says Anuj Gupta, AMP, Bcomm of Alberta Mortgage. Gupta goes on to comment that "...over the past few years, customer service and professionalism have really taken a hit in the Mortgage Broker business --as everyone who wanted to make some money jumped into the industry. Now, as the economy slows a bit, and lending practices become a little more stringent, those who shouldn't be being entrusted with the responsibility of financing what is generally the most significant investment of a person's life, won't be entrusted with the responsibility. Its really a benefit to the consumer, because they will be able to get knowledgeable, competent, and customer oriented service."

In this market, Gupta sees his company's knowledgeable group of mortgage brokers being able to thrive and take on a much larger market share of the Albertan Home Financing market. Alberta Mortgage is introducing a brand new product that will help homeowners save tens of thousands of dollars on their home mortgages, and is looking to expand its team of qualified Alberta Mortgage Professionals.

If you are interested in becoming a part of the team of qualified Alberta Mortgage Professionals, or looking for more information about mortgage brokers contact Anuj Gupta, AMP, Bcomm at (780)479-2222 ext 14.

To learn more about Alberta Mortgage, contact one of their qualified Alberta Mortgage Professionals at (780)479-2222 or visit www.albertamortgagecentre.com.

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Alberta Mortgage is an Edmonton based mortgage brokerage founded in 1998, that is the residential and

commercial financing solution for existing and prospective real estate owners and investors in Alberta, Canada.

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Tags	Mortgage, Finance, home mortgage, Market
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