**McBride Financial Services**

McBride Financial Services is a start-up regional mortgage lender headquartered in Boise, Idaho. The firm will specialize in conventional, FHA, and VA loans for home purchasing and refinancing. The company intends to expand its operations into Wyoming, Montana, North Dakota and South Dakota.

**Mission**

McBride Financial Services will be the preeminent provider of low cost mortgage services using state of the art technology in the five state area of Idaho, Montana, Wyoming, North Dakota, and South Dakota

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## Our Mission:

McBride Financial Services will be the preeminent provider of low cost mortgage services using state-of-the-art technology in the five state area of Idaho, Montana, Wyoming, North Dakota, South Dakota.  We thank you in supporting our mission!

## Business Philosophy:

Our customers will receive the most efficient and effective processing of mortgage applications from inception to closing.

## Who We Serve:

* Professionals purchasing either a primary or secondary residence.
* Retirees purchasing a primary or secondary residence.
* Families and/or individuals purchasing recreational properties.

## What We Offer:

Upon approved credit, we will provide:

* Credit Report
* Home Inspection
* Appraisal
* A Mortgage at the lowest rate available

All at a fixed price of $1,500!

## I. General Company Description

**Mission Statement:** McBride Financial Services will be the preeminent provider of low cost mortgage services using state of the art technology in the five state area of Idaho, Montana, Wyoming, North Dakota, and South Dakota.

**Company goals:**

* Achieve financial break-even within six months of commencing operations.
* Become a profitable company within one year of operating.
* Leverage technology to minimize costs and maximize efficiencies for customers and the business in applying for and obtaining mortgages.

**Business philosophy:** Our customers will receive the most efficient and effective processing of mortgage applications from inception to closing.

**Target market:**

* Professionals purchasing either a primary or secondary residence.
* Retirees purchasing a primary or secondary residence.
* Families and/or individuals purchasing recreational properties.

**Critical success factors:**

* An efficient, easy to use (front end and back end) Web site for the application and processing of mortgage applications.
* An up scale and friendly physical and virtual environment.
* Focused marketing.
* Professional associate brokers located at carefully selected offices leased in the following cities:
  + Cheyenne & Jackson, Wyoming
  + Billings, Montana
  + Bismarck & Fargo, North Dakota
  + Rapid City & Sioux Falls, South Dakota
  + Boise, Idaho (Main Office)

**Organization:** Please see organization chart

## II. Products and services

**Product:** Our product will be the most efficient and user friendly mortgage application process available obtained by leveraging technology (specifically the Web).

**Service:** We will provide (upon approved credit):

* A credit report
* Mortgage
* Inspection
* Appraisal

For a fixed price of $1,500 dollars.

**Features for our customers:**

* A simplified mortgage application that can be completed Online or by visiting one of our regional brokers and have them assist in the Online Application process.

**Benefits for our customers:**

* One price includes all primary services.
* We will make arrangements for appraisal and inspection of the property by local licensed professionals.
* Minimal elapsed time from application to closing.

## III. Marketing Plan

Detailed Marketing Plan to follow.

**Promotion:**

* Local TV ads
* Local Newspapers
* Informational handouts at airports and major tourist attractions
* Local radio
* Local realtors

**Promotional Budget:**

* Start-up promotions have been budgeted at $50,000.
* Continuing promotional expenses have been budgeted at $5,000 per month ... to be adjusted based upon operational results.

**Twelve Month Sales Forecast:** See *Pro Forma* Sales & Budget

