



For immediate release

Top-performing brokers and strategic direction attracts Glen Kelleway to Mortgage Architects, bolstering the company's presence in the Vancouver area

Vancouver, BC (November 27, 2007) – Top performing brokers, strategic direction, ownership and compliance were some of the key reasons Maple Ridge's Glen Kelleway chose Mortgage Architects over five other brokerage firms.

"I was very impressed at the per broker volume Mortgage Architects is achieving. They are attracting the top producing brokers in Canada, so they became the brand with whom I want to affiliate," says Kelleway. Overall Kelleway found that Mortgage Architects was a strong fit with his own vision and goals, particularly with respect to mortgage planning and developing more business with financial planners.

Kelleway describes himself as analytical and persistent. "I built a spreadsheet of over 40 critical factors leading to my decision of where to move my license. Based on that list, Mortgage Architects became my first choice." Meeting with Bob Ord helped clinch his decision. "Bob Ord has huge credibility and I liked his philosophical approach, primarily with respect to his vision and ethics. Meini Ickert, VP Western Region, who I've known for a number of years in the mortgage industry, further solidified my decision to join," says Kelleway.

Although a relative newcomer to the mortgage industry, Kelleway's business has grown substantially over the last five years. With a strong technology background and on the board of directors for two companies and a service organization, Kelleway moved to the mortgage world relatively easily and with quick success.

"My technology background has served us well," notes Kelleway. "Our use of technology is geared to our clients' interests by achieving and maintaining a virtually-present and almost paperless office. A key to building our clients' wealth is using our knowledge to their advantage." The team focuses on underwriting all deals using a very structured format so that anyone in the office can obtain a quick synopsis of each deal's status.

The team of Kelleway Mortgage Architects defines itself by "5Ps": producing, principled, professional, personable and proactive. Kelleway's going forward goal is to hire some additional staff to further extend value-laden service throughout BC to individuals buying or refinancing residential real estate. Current team members include underwriter Anton Lina, Heather Francis who manages marketing and operations, and Helen Crawford, administrative assistant and current co-op intern from Simon Fraser University.

ABOUT MORTGAGE ARCHITECTS INC.

Mortgage Architects is a national mortgage brokerage focused on delivering mortgage-planning services to Canadians. Lead planners require a proven track record of high professional standards and \$25 million in yearly volume prior to joining the company, which is structured to be owned by the planners themselves. Lead and associate planners offer homeowners access to mortgage options from over 50 lenders, including major banks, credit unions, trusts and other national and regional lenders. With this outstanding range of mortgages and lenders, the experienced mortgage planners of Mortgage Architects are helping more Canadians achieve their goals of homeownership and financial security. For more information: www.mortgagearchitects.ca