



Franchised Branching

Achieve your
business goals one
satisfied

client at a time.

At Service First, service really does come first. We believe it. We live by it. And, it has been the foundation of our business since we began in 1997.

As a full-service mortgage banker and Franchise Branch with Service First Mortgage, you will gain an edge in the market through competitive, volume pricing; a superior technology platform; in-house underwriting, funding and shipping; operational support; and a culture that breeds success.

For more than 10 years, Service First has been committed to creating an environment where our people can grow and thrive in their careers. We build and refine our systems to drive the ultimate customer experience. As part of our team, you can focus on running your business knowing that the top-talent is here to serve and support you, your team, and your business.

Integrity and trust are not just a tag line here. They values we live by and demand of our partners. We measure integrity and trust by our behaviors. Service First believes in and lives by sound lending practices designed to benefit our branches, borrowers, partners, and our company.

Quick Facts

Operations – Operationally, your Franchise Branch will benefit from the strength of experience of our operations team, and the peace of mind that comes with being part of our team.

- FHA, Conventional, VA, USDA
- In-house underwriting with 48 hour turn times
- Online, real time access to your P&L
- Benefits including health, dental, life insurance 401k, health savings plan and cafeteria plan
- Competitive at only \$825 file fee
- Dedicated branch support
- Contract Processing available at \$350 per file

Technology – Your business moves at the speed of light, and our systems are setup to work at a pace acceptable and even exceeding the standard for our industry:

- Access to your pipeline at all times
- Paperless system throughout
- Online pricing engine –choose from major investors and lock your loan with the best pricing, in real time

Marketing & Training – Marketing and training support equip our branches with the latest trends and changes, and access to materials that will help them to be known as a pioneer in their marketplace.

- Ongoing industry training held either at our corporate office in Richardson or via the web
- Yearly Sales/Awards banquets for business planning and goal setting
- Outside vendors/speakers for sales training
- Outside speakers from renowned motivational companies such as Zig Ziglar and Building Champions
- Marketing materials available

Stability – There is no getting around the importance of stability in today’s market. As you review franchised branching opportunities, make it priority to understand the stability of the company.

- 10 years+ and counting
- Debt free and financially sound
- Multiple warehouse lines

Contact Us Today
to Launch Your Career as a
Franchised Branch or for loan
officer opportunities
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MARKET WATCH – FHA A MUST

If there was a line to stand in for your HUD approval, it would span the great State of Texas. The wait time to be able to originate FHA loans is sitting at approximately 10 months. That’s somewhat better than it was a few months ago, but originators can’t wait in line while they watch origination opportunities pass them by. Many lenders are also new to FHA and don’t have the experience or knowledge it takes to fully understand and support an FHA business model. When looking at branching opportunities, it is a must to understand how well the back end support knows and understands FHA. If it’s nothing more than a marketing tool to get you in the door, then you will find yourself with loans left unclosed and a vanishing pipeline of borrowers.