

PEOPLES HOME EQUITY 12-12-11

BRUCE: Alright, it's Monday a little after seven. So there's only one place to be and that's here on The Buyer's Market. I'm excited about the show tonight. I'm Bruce Dodd, with People's Home Equity. I'm one of the hosts, and my normal host, my normal co-host Brian Tremble is out sick tonight. So Joe we'll have to get through the show tonight without him.

JOE: So who's going to do the mail bag?

BRUCE: I guess I'll have to pitch in and do the People's Home Equity mail bag. We'll see how that goes. Hopefully I can be a good stand in. I'm excited tonight that I got Cheryl Owens with People's Home Equity sitting in with me. Cheryl how you doing tonight?

CHERYL: I'm doing fine. How are you Brian?

BRUCE: I'm Bruce.

CHERYL: Bruce?

BRUCE: I'm Bruce. I'm the much better looking guy. But you know Cheryl is a last minute agreed to come on with me. Although I need to have Cheryl on for a while.

She's one of the best loan officers around and appreciate you taking the time to join us tonight.

CHERYL: And I appreciate you giving me the opportunity.

BRUCE: No problem, I also have Brandon Lewis with Painter Ready and Christmas Ready in with us and Brandon's been spending a lot of time getting Christmas ready for a lot of folks. Brandon how you doing tonight?

BRANDON: I'm doing good and Lord if I don't bring down the building. It's probably that's probably a ratings fopah just the name alone.

BRUCE: I don't think so. I don't think so. I'm excited to have you with us tonight. Well before we get started with Brandon, there's a lot of things that's been going on, on the mortgage world the big thing is so many folks that had not taken the opportunity to refinance either lower the rate or to jump to a 15 year loan certainly seem to be doing it now; and we keep seeing some signs from financial markets that the party might be over in terms of absolute bargain basement rates. Although every time I say that it seems that rates go down a little bit or just at least stay the same. But Cheryl I guess we're seeing all kinds of people jumping in right now.

CHERYL: Oh, yeah we are a lot of different ones. So refinance on 15 year is the best way to go.

BRUCE: Well you know that's the thing we talk about so often is the way for somebody to really grab hold of their financial future is to get out of debt and you know that's the best way to make sure you don't go broke is not really owing anybody money; and so one can get out of debt on their own much faster. Cheryl we were also going to talk a little bit about tonight about the fact that we have not seen the redrawing of lines yet, for those that are familiar with there's a particular loan out there that you can get that requires no down payment. And it's and it's unless you're a veteran is the only one out there it's called a loan with USDA and USDA every 10 years redraws their lines. And so we've been expecting to see that come out anytime. The reason why that's important is that as one might guess with the USDA loan. USDA is really for more rural and nature properties. And what was rural 10 years ago could be far from rural today. A big example of that is the great little town Ooltewah. You know when you look at Ooltewah back 10 years ago was a few streets and a couple houses and now its home to many subdivisions and so we're concerned that when they re-draw the lines that we may see those lines get pushed down a little bit. But Cheryl for the folks that aren't aware, you want to tell them a little bit about what a USDA loan even is.

CHERYL: Well a USDA loan is a 100% loan and that means that you do not have to pay a down payment and you can also finance up to a 102% of your appraised value. So if you're one of the fortunate people that get to get a foreclosure and you get it for a low amount and the appraisal comes in then you can finance and some of your closing costs; and the rates are as good as FHA if not better. Your PMI is low as well, which is your monthly.

BRUCE: What she means by that is, for those of you that sometimes we use some lingo here that everybody may not know what we're talking about but with the USDA loan you don't have to make a down payment but for that the federal government wants a little bit of guarantee. So they collect some insurance money that allows them to pay claims when some folks don't pay and so that amount when you look at a conventional loan

you have a similar number that you have to pay each month. It's fairly high number if you're not putting a very big down payment or FHA loans which we talk about on here a great deal. You've got some of that as well, but with USDA that number's pretty small.

CHERYL: Oh, it is. It's like .30% of your loan amount, so on a hundred thousand loan you're looking at maybe forty bucks a month.

BRUCE: On a hundred thousand dollar loan it's usually between 30 and 40 dollars a month, is kind of what that number is. But the great thing about USDA is the fact that you don't have to make that down payment. We just bring that up because for somebody who's listing their home, or thinking about selling your home and it's in an area and the easiest way, of course you can give us a call at 591-9801. But you can give us a call and we can let you know if that property is in that area. But if you're thinking about you may lose the opportunity if they redraw those lines. We never know, the federal government may come out and do a meta, they may not change anything. You never know, but it's one of those things you certainly want to be thinking about if you're thinking about selling your house.

CHERYL: Exactly and if that is the way to go it makes it a whole lot easier as far as the seller because some of the closing cost can be financed in; and so it's kind of like a win-win situation and the interest rate is low, and the monthly PMI is a lot lower than a FHA loan. So your payment is lower as well and the other good thing about that is with FHA you have a minimum of five years, with USDA it's not that way. Once you reach your 80% or 78% whichever comes first then you can eliminate that a lot quicker. You're not set at set at just at five years.

BRUCE: It's a great program out there, and we want to make sure people are aware of it. Now folks if you have any questions about the mortgage world you can give us a call here at 267-1023. Also we're going to be going to some of your questions that you emailed us and folks can always email us questions at buyersmarketchattmortgage.com (7:28)

BRUCE: Alright, welcome back to The Buyer's Market. You are listening to 102.3 the Talk Monster and listening to The Buyer's Market, which is a show we put on with Bruce Dodd, The People's Home Equity and we do this show every week. We do it to answer your questions and the mortgage market and the real estate market can be kind of complex and often you don't buy houses all the time so you have questions about things. So the reason we do the show is to give back to the city of Chattanooga and our surrounding areas had been so good to our company. So if you have any questions I'll be happy to answer them. 267-1023 and to that end we have Keith Holden right now with a question about USDA loans, Keith welcome to The Buyer's Market.

KEITH: Hey, I just turned the radio on and was catching a little bit about the USDA loans, with the USDA loans is does the property have to have some type of a livestock or anything like that, that has to accompany that?

BRUCE: You know Keith

KEITH: Or a certain amount of property for animals of some sort?

BRUCE: Keith, that's a great question and the reality of it is, the opposite of that. What they've done is even though it's sponsored by the department of Agriculture, it's really

not for farmers. It's not for folks that have properties that are really farm like, it's really, and it was a government's effort to help increase the development of housing in rural areas. So what they're really actually looking for is just regular old house. If you for example if you have a large barn, you can't get a USDA loan. If it's a working farm it would not qualify. So what USDA is really trying to do is promote more development rather than the financing of you know really agriculture like properties if that makes any sense to you.

KEITH: Yeah, yep that answered my question. Thank you very much.

BRUCE: Well Keith thank you for your call and folks if you have any other questions give us a call at 267-1023, or you can always email those questions to us at buyersmarketchatmortgage.com. As I said before the break, we're really fortunate to have one of our areas, I think innovative business people Brandon Lewis in the studio with us tonight. Brandon welcome to The Buyer's Market.

BRANDON: Well thanks you're far too kind.

BRUCE: Well I happen to believe it. Well Brandon you've got a couple of businesses that I think that the folks out there listening to us that are home owners or considering to be home owners need to be aware of. One of which I guess you kind of winding down for the year a little bit and I know you've been so busy with the lightening you may not talk about it quite so much and that's Christmas Ready. Do you want to tell us a little bit about what that is?

BRANDON: Yeah, Christmas Ready essentially keeps you off the high ladders, let's you spend more time with your family around the holidays; and we come out and do all of your exterior Christmas decorating, C9's those are the big bulbs, C7 the slightly small ones and then the ever popular mini lights. If you want to go Chevy Chase, we can go Chevy Chase. If you want to make it simple, elegant and refine we can do that as well.

BRUCE: I got you. So if you're one of those folks that aspire to have the Griswold home, I guess you can help them out with that. Now my understanding is not only do you put up the decorations but you take them down.

BRANDON: Yeah, we take them down, store them at our place. You don't have to look at them or sort through them right before the season we'll bring them out and try to replace as many of the bulbs as we can to make sure they are ready and working, and put them out at your place. If you need anything done with them throughout the season we'll service them as well.

BRUCE: So that's one of those things folks, I guess you know, it's probably a little late but,

BRANDON: Yeah, it's kind of like a, if you're going to rent a condo or something and you want it for the week and right now it's kind of like we're getting into Friday and Saturday. You don't want to rent one this late in the season, so we just did our last commercial one for Mr. Dan Case at Primrose School and we thank you Mr. Case and that may be the last one for the season. We'll just see.

BRUCE: One of the real reasons why I thought it would be a service to our listeners to have you on the show, for folks out there that are contemplating selling their home, or just recently purchased a home or contemplating that, there can be such a difference between curb appeal or the appeal of the home once you walk in where it's been painted properly.

BRANDON: Right and I always tell people if you are looking at anything inside a house, what meets your eyes, actually the painted surface of whatever you're looking at. You're not really looking at the wall, you're looking at the contours of it but it's that paint that meets the eye and there's never you know there's nothing that you can do, hardly anything as cost effectively to make your home look a little neater, a little cleaner organized, clean environment, to make people feel comfortable or what I have noticed and of course I'd refer to your expertise is seems like buying a home is all the people do the research and their homework. It seems like they have a real big emotional decision that goes into that. Let's figure out if it fits into the budget then it's kind of there's a lot of gut feeling in things that are hard to explain. It's tangible if you've found that, that's the case.

BRUCE: Well I can clearly it's often a gradational decision but the fact is that you know I'm not trying to blow up the name of our show but it is really a buyer's market today. Homes aren't selling quite as quickly as you know, well things in our area are much better than most. Anyway when you're looking at lots of home for sale, especially when one is competing against some of the ultra cheap foreclosures that selling out there pretty plentiful. It can just make a huge difference in the perception of property if it's painted properly.

BRANDON: Yeah, and color schemes have a lot to do with it. I know we've all, every decade sometimes it's even longer than decade, ever about 15 years there are some

color palettes that come out. Back in the late 90's through this year, and we don't see too much but we're still painting over it you'll see those hunter greens, perfectly beautiful colors just not what people are buying these days. Hunter greens filled with those dark burgundies, maroons. You can look on the outside of a house and you can kind see that rust color red and now people are going back to the light browns, the dark brown's the green's, the blue-grey's, and even if you got kind of a dated home so to speak from the architectural siding or veneer on your home if you paint it in a contemporary color it can really make a difference.

BRUCE: Absolutely, you know I haven't thought about that but I guess the perception of how old the property is if you walk in and it's got a little more dated, you know it's funny you started talking about the dark burgundy I remember I lived in a subdivision in Atlanta and the subdivision must have had 3,000 homes in it and it was a golf course and everyone had to have fancy colors and I can't tell you how many houses you walked in would have at least one and this was at least 10 years ago and everyone of them had at least one accent wall or the entire dining room or something in a real dark red.

BRANDON: Yep,

BRUCE: And just everybody sort of had it. So I guess that was just sort of the thing of the times.

BRANDON: It was the thing of the time and at least back then you didn't have the constant catalyst of three or four home improvement stations on cable continually feeding in a faster pace what styles will look like in a home. You can't talk about the same colors, the same wallpaper, the same thing for 10 years, you've got to spice up

your programming and so as a result you've got tons of folks enlisted in home ownership and decorating their home and watching this and now just like everything in life seems from one cycle to any other trend, everything's being expedited.

BRUCE: Well you know I personally think a lot of those home improvement shows should be outlawed. Because every time my wife watches one of those she decides there's some other project that she wants me to do. You know I have nowhere near the capability of doing it. But they show on the shows it's like oh, it's so easy. You know, oh yeah you just you show this and 15 minutes later there's this completed room and with me I've been remodeling my house for 15 years now and it's not ready yet.

BRANDON: Yeah, it's almost like Macgyver was the producer. It's a bunch of hogwash. There's a lot more work to this than your five or six screenshots,

BRUCE: Well and that's one of the reasons why I think it makes sense to have professionals do it. Especially if you're talking about painting molding and other you know, especially homes today have a lot of architectural things inside them, when I paint on them they don't look the same as someone who knows what they're doing to them.

BRANDON: Yeah, a big clean line make sense and then there's some things that I feel is a good internal investment and some things people want to do prior to selling their home that they're probably not going to get much money out of that they get confused on those things.

BRUCE: Is that something you can help folks with?

BRANDON: Yeah, see people think I mean one of the things that's kind of expensive to do is from a labor standpoint is removing popcorn ceilings. Seems like most people kind of they don't necessarily like them but they're indifferent to them. However painting your walls and trim that's a safe bet, painting the outside of your house is a safe bet. If you've got wallpaper in your home if you're going to sell it, most of the time I recommend you know fix the seams and paint over it. You know it's unfortunate by the time somebody buys it they figure out they got painted you know wallpaper on their house, that's a decision the seller make, if you're going to stay in it you probably going to want to take it down. So there are some things you can do there.

BRUCE: Well and talk about popcorn ceilings, trying to paint those, cause having done this once, I would highly recommend hiring somebody to do that. Because by the time I painted mine, I pulled about half the popcorn off.

BRANDON: Yeah, if they're put up right then they stay up; and if they're not they don't; and you don't know till it's too late which it is.

BRUCE: Yeah absolutely. Now your business Painter Ready is it's a little different than a traditional painting company.

BRANDON: It is.

BRUCE: Can you tell us a little bit about that?

BRANDON: Well I guess the, it's just like your company. There are lots of people that do what I do. There are lots of people that do what you do. But if you want somebody who will return your calls and will be professional, who will care about your project, who will show up on time, who will stick with you till the end, you know call People's Home Equinity. If you want that for a painting job call somebody from Painter Ready. It's not, nobody has, we've been financing things since the time of man traded a brontosaurus egg and a couple of shiny rocks for a cave before and now we're it's very fancy and with us it's changed, but in the end you want good service and that's kind of what we've tried to provide.

BRUCE: Now I guess you told me, you were on a remote that we did, one of the things I thought was very interesting is that part of the creation of Christmas Ready was to keep the skilled men that you have working for you busy in the holidays.

BRANDON: Yes, all of our guys like and our one gal, if Debra's listening. We have one lady painter and it's a tough gig, all us guys and one girl. But it's just every year around Christmas time it slows down and there's nothing you can do. It'd be like trying to sell ice cream in the Arctic, nobody wants it; and around Christmas time typically people don't necessarily want you in and around their house all the way through New Years and almost to the end of February. This year's been the anomaly of course you would start a business to fill a seasonal gap and they get piled on. That's how life goes. But that's why I did it, so I didn't have to tell the men hey, you know it's slowing down. I hope you saved early. But that's why we did it. I don't mean to flip the script on you here Bruce, but talk to you about you're in the mortgage business right, and every small business right now I guess wonders what's going to happen just generally. Because you have a business that so effected by the environment politically what do you fear, what do you hope will happen, what do you see as what's going to make a big difference in the market and for your customers? What is your best case, worst case kind of things?

BRUCE: I think one of the things that will impact; well there are two things that will impact us. One is the overall economy and interest rates. I think from the overall economy, I'm not so considered about what's going on in Albuquerque. You know if you look at what's going on in Chattanooga, I think our economic future is a little different than a lot of the country. We got some specific things that are occurring that will help the housing market now. People say oh, yeah all the new people working at Volkswagen or Amazon, it's not so much the new jobs it's the every dollar that's spent locally gets spent seven or eight more times. So the more money that's made here, the more that impacts all businesses. I ran a mortgage company and the reason I started this company here a few years ago was I ran a mortgage company in Greenville South Carolina and I saw what BMW did to the Greenville market not really year one and two but years four, five, and six because you get more suppliers moving to town. You get people spending that money on a more regular basis that work for the factory but then you get also other things. So I think we'll see some real benefits to our market because of that. Secondly I think because the rest of the United States is somewhat depressed, how depressed they are depends on who's talking to you that day. But I think that will benefit folks here as well, because some of the fed action of things that are occurring right now things like the housing market are helping us here at the same time we don't need as much stimulus like other areas do. So buyers are getting the benefit of better economy here locally but they're getting the benefit of a repressed economy nationally. So you're getting some lower interest rates. You're getting some fed action that creates new mortgage action that you can use right here in a market that probably doesn't need all that. So to that I think that's very, very beneficial. When we come back from the break we'll talk a little bit about what maybe some of the down side is going to be, and we'll be right back here in just a minute. You're listening to 102.3, the Talk Monster. This is the Buyer's Market brought to you by People's Home Equity, and we'll be right back with you.

BRUCE: Welcome back to the Buyer's Market, you're listening to 102.3 the Talk Monster and we're talking with Brandon Lewis, talking about all kinds of stuff. We'll put our goggles on and forecast the future but before we do that it looks like we have a call that has a question for Brandon. Mike, welcome to the Buyer's Market.

MIKE: Hey buddy. I've got a question on the epoxy coating for like a garage. I've got a sealant I've done. The house is like five years old. Can you give me a price on, I understand the sealant has to be sanded off, how much would it be to do something like that?

BRANDON: You know it's kind of like anything that you buy, it's going to be as much or as little as you want to; and the big thing you want to make certain of its most new constructed homes in any garage has a sealant on it. After the concrete's poured and it's inside the mix and it rises to the top; and that's designed to make sure that nothing ever sticks to that concrete, oil things of that nature. So when you try to coat it you're basically going against what it's designed to do. So you don't want to, you want to make sure that you break that down. Typically we have a diamond grinder that we use and it's a very specific piece of equipment. It's kind of expensive; and you want to break that surface. Your next bet if you're doing it yourself is to use some kind of acid etching but that's kind of hit and miss. You may have some places that don't quite take because it's a mechanical profile. It's the difference between have you ever gone to wash your car and you take it in a touch less versus doing it by hand. It's kind of like, acid is kind of like the touch less. It just doesn't quite do the job. So make sure you prep it very well but you can spend anywhere from prepping it yourself a dollar and something a square foot all the way up to four dollars a square foot depending on what you want, if you want something to last two or three years or last a lifetime.

MIKE: Okay, can that stuff be like pressured washed or hosed down or anything after it's been down for a while?

BRANDON: Oh yeah, you just wash it like you do anything and you could really just mop it. You can make it slick as owl's you know what or you can make it rough and tough and hard to clean. There's all kinds of aggregant that you can put in epoxies to have different kinds of looks and clean ability. It just depends on what product, how long you're going to be in the house. You know you can do something that's a life time investment or you can do something that will get you by until spring time or whenever.

BRUCE: Thanks. Before the break Brandon you kind of asked about where we see things going. You know I think the, all experts that you see say from an interest rate perspective which certainly impacts the mortgage business a great deal and it impacts all of you know residential financing, about everyone says we'll see a sort neandering upwards of interest rates, not that interest rates, now things can change dramatically overnight; and I've been in business for 25 years and I've seen interest rates to move real quick. You can see that if there's some just horrible thing occurs someplace. I mean that can happen if you saw another significant impact of the price of oil, you can see interest rates go dramatically quick, because interest rates, if I'm investing in mortgage backed security which is where all good mortgages end up. They end up in mortgage backed security if you saw those investors they're biggest concern is inflation. If I buy a 30 year security at 4% and inflation goes up dramatically then my money's not going to grow at the same speed inflations growing. You know if it just grows at the same speed of inflation you have more problems. So you really want to see things, they don't want to see inflation. So oil can really affect inflation, it drives the cost of all goods.

BRANDON: Let me ask you a questions then, stop and think, usually one of the biggest things they do to make interest rates go down is to stimulate the monetary supply and stimulating the monetary supply draws inflation. So it seems like once you get close to the bottom around that three or four percent you stand a real good chance of holding something that if a couple of other things go wrong, you know it doesn't it probably impact the home owner necessarily if you're already locked in. But that seems like it's the thin ice area.

BRUCE: Well it yeah, because when you bought, you know buyers mortgage backed security they're buying them today because a couple of reasons. One is it's one of the only places to go for yield. But you're right there is some danger at but I think both have to think about that if you are sitting on the sidelines and still holding a medium to high rate of interest loan. The chances of things going down significantly you got the Federal Reserve buying securities from themselves to push interest rates lower. You've got foreign money coming in the states because of all the debts that we've added. So that looks like it's been cleared up with European means coming in to some deal. So with all those things there's nothing that's going to punch interest rates any further down. I mean when you're looking at 30 year fixed rates in the range of 4% you know how much lower can that go? It doesn't look like if you're looking at 15 year rates around 3 1/2% and with that, I mean there's no reason for a investor to buy if it gets much lower than that. So obviously they won't. So really what you're looking at is higher interest rates. Now how high they're going to go most experts say you know 4 3/4 or 5% in the next twelve months. So that could be fairly significant. But typically you only see interest rates move up when you see the economy moving up. So you know at that point is it going to shut down the purchases of homes, no because as the economy gets better people want to buy houses. You know people are always going to have situations where they have to move and they don't want to rent or people are going to have babies. People are going to graduate from college and get their first jobs. So there are always some things occurring that are going to make some segment of the population buy homes.

BRANDON: Let me ask you another question about mortgages in general. I had a situation where I was fortunate enough; I bought a little duplex in East Ridge. It was my first home I bought myself; and my first time I went through the bank process and it was very complex and just a big huge ordeal. Second time I drew up a one page document and sold it to somebody else myself and we just went and closed it, simple, where you all have got tons of hoops you have to jump through from the state and local county, you got probably restriction things put on you buy your own industry maybe even organizations you belong to of all the things that are out there that you have to do which ones do you feel are the most valuable for your customers, hey this is a terrific idea. Which ones of them are have you pulling your hair out thinking this is just costing our customers money and us time and nobody's winning out of this?

BRUCE: Well if you look at what's going on recently, one of the best and worst things they did was create a licensure process for mortgage companies that much more argentous than it needs to be; and the best thing about that is it took folks like ourselves, myself, Cheryl and others we have tons of tests we have to pass. We got classes we have to take. We have to continue our education; and we have pretty argentous background checks. You can't have ever had a crime even a misdemeanor of any financial issue. So that's really created a pretty good situation. The worst part of that is the banks exempted themselves from that. So right now the qualifications that you have to have to be a mortgage loan officer at a bank is that you have to know someone at the bank to get hired. So they don't have to have any licensures. They don't have any of the checks that we have; now banks have to check some things out because most are with EOCC and other people.

BRANDON: Well that makes sense Bruce. Let me, it wouldn't be the first time you saw a little bit of industry favoritism come out of DC to one or the other. So it doesn't surprise me.

BRUCE: Well certainly the banks have a little bit bigger lobby than we do. Well folks we're getting ready to head to break, give us a call here at 267-1023 with any questions. You're listening to the Buyer's Market brought to you by People's Home Equity and we'll be right back.

BRUCE: Alright, you're listening to the Buyer's Market here and if I start coughing again I will turn it over to somebody else. Anyway I'm having an interesting discussion with Brandon and Cheryl tonight. We're talking about all different kinds of things. One of the things Brandon asked me recently as a local business man what do you see here in business market here in Chattanooga?

BRANDON: You know it's what; this sounds like a load of bull if you ever heard it. It sounds, you know it's what you make it, but it really is. We started our business in the trades, construction trade business right before the 2008 crash. So if you are going to start one of all the times you could have picked you know I'm talking about 50, 60 years. If you're going to pick the worst time to make the least amount of money and work the hardest do it then; and that's what we did. I didn't know any better. Well at the same time here's the deal if you get out there, even I did and if you offer better service. If you give your customers more than what they can get and if you hustle harder, you get a whole lot of opportunity to redefine what it means to be a mortgage lender. You get to redefine what it means to be a painter and when that market comes roaring back you know like in 2056, when it comes roaring back we'll be here to capture you know hope market share and really make a difference. So that's kind of how we modeled our business and it's worked. You know we had fix where we start. You know we're not perfect and sometimes you'll fall short but it's not what happens with the company if you fall short it's when they fall short what did they do.

BRUCE: You know it just appears that we've had somewhat of a halo over us, even when times have been difficult but you know when I talk to other business owners around the country we sure have it a lot better than they do.

BRANDON: I agree. We have it better than they do but it just like ours, we made our businesses better than a lot of our competitors through hard work and our local officials and our business people have rallied around opportunity. You know when they say opportunity is when preparation meets opportunity. Luck is when preparations meets opportunity. I was getting nervous. I probably forgotten that, but at any rate that's what part of our folks have done here locally and we've had a lot of people in private business that have really helped out with that. We're just in a good place and a good time because a lot of small tiny decisions.

BRUCE: Well and the thing is that there's tons of opportunity out there and you can either listen to the nay sayers and sit at home, that doesn't work out to well for me. It just appears to me that one of the things we all have to focus on is whether you're buying something for your business or buying something at home or choosing where you go to eat or do whatever is agree that we can all support local businesses, because that makes such a big impact for all of us. You know we try to I guess I'm tooting my own horn a little bit but we're one of the few mortgage companies that are here and our money stays here versus companies you know large banks where you know none of the work is really done here other than origination of side of it, the mortgage loan officer here but really everything else is done in Birmingham, or Charlotte or I guess people know who I'm talking about when I say those names. But when you look at that a lot of the workforce is someplace else. But I think we all have to look at that when we're making purchasing decisions because often you can get just as good a deal dealing with local guys as you can if not a better deal than dealing with national companies or international companies. But those buyers you know once again I said it earlier every study I've ever seen said dollars spent locally is spent a whole bunch more times.

BRANDON: I think it's like maybe three times if it gets out of the area for a chain and like it's seven so you're looking at over double. I mean I don't know I could just be pulling those numbers out of thin air. But it seems to be what I recollect.

BRUCE: Yeah seven or eight is what I heard if it stays local. So you know as folks have decisions on where to spend their money, if you spend your money with companies that don't really have any affiliation with your local market don't get upset when jobs get taken away.

BRANDON: I agree I had a sponsorship of a local bank when I did my show and I bank local. I try to do everything I can locally. I mean I'd love to buy my shoes locally because they're made in china on the bottom of them. There's something's that because of our global economy you just can't do local but there are tons of opportunities to do that and you should.

BRUCE: Well especially when you're looking at service type businesses, there's certainly the opportunity to do that. Well folks it looks like we did not get a chance to get to the mail bag. So I guess we'll have Brian do double duty next week. Now if you email us a question we will email the answer back to you. Cheryl I appreciate you, Brandon and I kind of stole the show here but.

CHERYL: Oh, that's okay. I've enjoyed it anyways. It's been a pleasure.

BRUCE: Well I certainly appreciate you taking the time and as we've been talking to Cheryl time is really not your friend if you haven't refinanced.

CHERYL: Oh, absolutely. You need to get going before its too late.

BRUCE: Well and to take a look at that it's what 10-15 minutes investment is the longest time?

CHERYL: Minimum.

BRUCE: And you know if they look at in 10 or 15 minutes we can tell you pretty much how much money you can save and what the cost associated with doing that will be.

CHERYL: And then be able to lower your payments, tell you what the cost is everything within 15 minutes, that's it, if you haven't done it now is the time.

BRUCE: Well I saw somebody today who actually is going to pay about \$80 a month more but they're cutting off about 14 years, no it's actually 12 years off in mortgages. So if you're looking at yourself and you've got \$1,000 a month mortgage payment say you can stop making that payment say 10 years earlier, last I checked that's about \$100,000; and I know folks spend a lot of time going and buying lottery tickets and doing all kinds of stuff but you know you don't have to buy the lottery you can actually you know write your own lottery by just reducing the debt on your mortgage.

CHERYL: You sure can. You can save a lot of money overall instead of buying that lottery ticket save over the entire good mortgage.

BRUCE: That's right. Brandon I want to say thanks for taking the opportunity to come down here and spend some time with us tonight. We really appreciate it.

BRANDON: Well I enjoy it and if you're out there listening just do business locally. These folks are good people you know its a little call to action, send yourself a text message or an email call these folks down there. Call Bruce and them and make sure that you take a look at your future because these people can help you and they are good people to deal with.

BRUCE: Well folks we'll be back with you next week. If you need some help with your mortgage after the show call us at 591-9801 is the number at the office or chattmortgage.com, check us out online. We appreciate it and we'll be back with you next Monday and have a great week.