








021822-MP

Memorandum

To: ALL LOAN OFFICERS
From: Charles Vamadeva
Date: February 18, 2022
Re: COMPLIANCE FOR ADVERTISING RULES

First and foremost, you must ****not**** promote yourself as being a Mortgage Loan Officer [MLO] with Patriot Pacific Financial Corp unless the NMLS LookUp site <https://www.nmlsconsumeraccess.org/> specifically shows the words "Authorized to Represent" under your Name as Licensee. Snapshot shown below.

 Bradley Lee Yzermans		
NMLS ID: 315238	Phone: 951-215-6119	Fax: Not provided
Other Names  : Brad Lee Yzermans, Brad Yzermans	Prior Other Names  : None	
Regulatory Actions  : None posted in NMLS.		
Employment		
Authorized to Represent  : PATRIOT PACIFIC FINANCIAL CORP (1921615)		
[+] View Self Reported Employment History		



Only those with a DRE and NMLS License are authorized to do so. Anyone without these is prohibited from promoting yourself in our Company Name or giving the appearance of being instrumental in the Closing of a Loan in our Company's name.

For those who are "Authorized to Represent", the following rules apply to Advertising and Marketing Communications through any/all the following mediums:

Printed Advertising & Promotional flyers

Online Advertising & Promotional Pages/Infographics

Social Media Content including all types of Posts [Written content, Video], Webpages, Landing Pages etc.[see [Bus & P C §10235.5, 10236.4]

Business Cards

- Any mention of actual numbers such as Downpayment, Rate, Payment, etc. must include APR. [statements like "Rates in the 3%'s" cannot be made] and the font size must be at least the same as the preceding terms/numbers/rates.
- Your Name, NMLS#, DRE#, Tel must be displayed along with the NMLS consumer lookup link - <https://www.nmlsconsumeraccess.org/> and Company Name and Licensing must be displayed. Patriot Pacific Financial Corp NMLS#1912615 DRE#02103516 [plz note I've seen FB posts referring to the Company as "Patriot Pacific Financial Inc". You may as well put "Humpty Dumpty LLC". Plz make note of the correct Company name.]
- Plz refer to DRE rules here <https://www.dre.ca.gov/files/pdf/forms/re858.pdf>
Here's an example of what's acceptable:
Brad Yzermans - Licensed Mortgage Loan Originator (NMLS #315238 | CA DRE #01810137)
Patriot Pacific Financial Corp (NMLS #1921615 | CA DRE #02103516) - Real Estate Broker - California
Dept. of Real Estate
- If your Slogan, DBA or Branding is displayed [e.g. Warren Mortgage Group, XYZ Military Loans, Vision Lending etc.] it must be followed by the phrase "Powered by Patriot Pacific Financial Corp, Licensed by CA Dept of Real Estate, NMLS#1921615, CA Broker DRE# 02103516] This applies to Email Signature Lines as well as all Communication referred to above.
- Any reference to Loan Programs must include the disclaimer shown below:
Patriot Pacific Financial Corp is an Equal Housing Lender. As prohibited by federal law, we do not engage in business practices that discriminate on the basis of race, color, religion, national origin, sex, marital status, age, because all or part of your income may be derived from any public assistance program, or because you have, in good faith, exercised any right under the Consumer Credit Protection Act. Disclaimer: Programs subject to change without notice. All borrowers must qualify per program guidelines. [The use of the Equal Housing Logo is also encouraged]

Social Media:

For Social Media, the easiest way to adhere to these requirements is to set up a Business Page that's separate from your personal Profile and set up the above disclaimers/disclosures permanently on that Page. Then share from that Page to your personal.

I am in the process of updating our FB Business Page to adhere to the Regulations.



CA DRE Review

If you are unsure if your Promotional/Advertising/Marketing is compliant you can always run it by the CA DRE for approval using <https://dre.ca.gov/files/pdf/forms/re884.pdf>

CalDRE approval is not mandatory, but can avoid the exposure to producing, printing and running an advertisement that is later deemed unacceptable. CalDRE advertising approval is good for five years. [Bus & P C §10232.1] Note that CalDRE's advertising review only checks for adherence to CalDRE regulations and related state real estate law. CalDRE approval of mortgage ads does not in any way ensure compliance with federal consumer mortgage advertising rules.

Some Final Do's & Don'ts

- Whenever a Rate is mentioned [AVOID THIS LIKE THE PLAGUE!!] it must be accompanied by "APR" or "Annual Percentage Rate".
- Never use government logos in the promotion of a product.
- Never post special rates or promise rates at any time.
- Ensure that the buyer has given you written permission to post closing photos
- Avoid trigger terms & superlatives like "rate", "credit", "best", "perfect", "specialist", etc.
- If you're unsure about video content, run it by me first.

Sincerely

A handwritten signature in blue ink, appearing to read 'Charles Vamadeva'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Charles Vamadeva
CEO, Patriot Pacific Financial Corp.