

sponsor spotlight



TruLoan Mortgage founders (L to R): Daniel Jacobs, Brenda Jarvis, and Matt Wise

By MPL Content Coordinator **Delia McMullen**

*“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.” – Maya Angelou*

When thinking about mortgage lending, people often forget their exact loan product or precise interest rate. What they do remember is whether they had a positive or negative experience as part of their home buying or refinancing process. Charlotte’s TruLoan Mortgage places a premium on the feeling people have after loan closing—they expect clients to *love* the experience. By focusing on the local community, TruLoan works directly with home buyers and Realtors to deliver a boutique-style service level.

The founding partners at TruLoan Mortgage have spent the last 20 years in corporate leadership roles in national mortgage platforms. Co-founders Daniel Jacobs, Brenda Jarvis, and Matt Wise formed TruLoan Mortgage with the fundamental belief that the American Dream includes home ownership, and that home financing can be as positive and enjoyable an experience as choosing your dream home.

As Daniel explains, “*What* we do is residential mortgage finance, *how* we do it is with a delicate balance of personalized service and high tech, but *why* we do it is the reason we exist. Sure, we have a lot of loan programs to meet every

need and highly competitive rates, but so do many others. Too many people report being stressed and worried throughout the home financing experience, which we find unnecessary. In fact, our entire existence is rooted in the fundamental belief that the lending experience can be great. At TruLoan Mortgage we deliver a lending experience you’ll love.”

Brenda continues, “The company’s tagline, *The lending experience you’ll love*, is our promise and value proposition, the guiding light for every one of our actions, decisions, and interactions. We believe that mortgage lending should be a part of the joy and excitement of home ownership.”

TruLoan takes an omni-channel approach to doing business, meaning they are online, in person, via phone, via text, etc. By leveraging technology, such as the TruLoan App, enhanced personal service is provided. “We have a three-day commitment, which means we communicate with all parties on every loan every three days,” explains Matt. “It’s how we like being treated and how we create a lending experience for people to love.”

Whether you’re a first-time home buyer with no down payment or gift funds, buying your dream estate with a large down payment, or anywhere between, TruLoan has the product to meet your needs. Looking to lower your mortgage rate, re-



duce your loan term, eliminate mortgage insurance payments, or tap into the equity in your home for life needs? TruLoan Mortgage can help.

“Everyone on the TruLoan Mortgage team is committed to creating an experience you’ll love by placing you first,” continues Daniel. TruAdvantage Approval, a fully underwritten pre-approval, relieves clients of stress and uncertainty, while positioning their offer like a cash offer for optimal success in winning the bid on their piece of the American Dream.

TruLoan surveys all clients after loan closing to ensure they had an experienced they loved. “Not only do we average 4.93 out of 5 stars,” says Brenda, “but the heartfelt comments we receive tell the story of what we do far better than we can say ourselves.” According to recent client Jacob Clary,

“Working with TruLoan has been a great experience. As a first-time home buyer, the process can be intimidating. Matt Wise at TruLoan made the experience much easier with his hands-on approach, availability, and knowledge.”

“Our experienced experts are here to guide you through the process,” Daniel concludes. “Whether you’re an experienced home buyer or a first-timer, TruLoan ensures you have all the information needed to choose the right loan. Having an experienced and trusted advisor on your side is a key element in creating a lending experience you’ll love!”

**For more information on how TruLoan can help you, visit [www.TruLoanMortgage.com](http://www.TruLoanMortgage.com) or call the team at 704-703-8229. TruLoan Mortgage is conveniently located at 1515 Mockingbird Lane, just off Park Road.**

**ABOUT THE FOUNDERS:**

**Daniel Jacobs** started in the mortgage business in 1996, a year after having a grueling first-time home buying experience and feeling there must be a better way. He helped grow a modest regional mortgage company into a national brand with \$4 billion in annual production and has since launched other national mortgage platforms. A graduate of UNCC, Daniel is longtime resident of Myers Park with his wife and three teenage children.

Moving from the restaurant business into the mortgage business in 1998, **Brenda Jarvis** quickly realized the positive impact she could make in her community. Her focus on putting clients first has achieved national award-winning sales teams for their exemplary customer service. As an active industry participant, she has been a featured panelist and columnist. A resident of Charlotte’s historic SouthEnd, Brenda is a partner in SouthEnd’s PetWants and enjoys spending time with her puppy Agnes.

When **Matt Wise** graduated from UNCC with a degree in Economics, his career path led to retail banking. After a few years he began working with Daniel Jacobs in mortgage banking where he was able to focus on the client relationships he most valued. A key component of Matt’s mortgage career has been creating award-winning customer experiences through direct customer interaction and providing support and training to others. An avid tennis player, Matt lives in Plaza Midwood with his wife and daughter.



To have your business featured in an upcoming issue, please email Zane Odom at [zane.odom@n2pub.com](mailto:zane.odom@n2pub.com).



**LENDING HAS CHANGED**  
Choose a lending experience you’ll love!

**FOUNDED LOCALLY**



**Daniel Jacobs**  
Managing Director  
Myers Park Resident

**Brenda Jarvis**  
EVP

**Matt Wise**  
Branch Manager

[www.TruLoanMortgage.com](http://www.TruLoanMortgage.com)  
**704.703.8229**

EQUAL HOUSING OPPORTUNITY  
NMLS#126841  
1515 Mockingbird Lane Ste 320 · Charlotte, NC · 28209