

TruLoan Mortgage Celebrates Anniversary, Volume Growth

CHARLOTTE, NC, September 30, 2020 – TruLoan Mortgage, a regional mortgage lender, has experienced 300% more growth than projected during its first year.

The company, started by industry veterans Daniel Jacobs, Brenda Jarvis and Matt Wise, was built on creating a better home financing experience. In fact, the promise is to create a home-lending experience customers will love. The company's strategic growth has been carefully measured and will continue as the company moves confidently into its second year.

“We set out to provide borrowers with a better experience and a fresh approach to the home financing process,” said Jacobs, managing director of TruLoan Mortgage. “While we are not the biggest lender out there, our clients see that as an asset because we provide great rates and an enjoyable experience without getting lost in red tape.”

TruLoan Mortgage, currently licensed in 16 states, has been locally focused as management developed relationships with Realtors and builders to provide a boutique-style service level for every borrower from first-time homebuyers to experienced homeowners. During the next year, the company's management plans to expand into other markets.

With more than 20 years of experience in leadership roles at national mortgage companies, the founding partners bring a high level of expertise, knowledge of the process and understanding of what it takes to create a positive engagement with borrowers, Realtors and team members.

TruLoan Mortgage attributes its success to being adaptable while meticulously building a foundation of excellence, despite the onset of a global pandemic. Quickly pivoting its strategy after the pandemic began, the company harnessed technology to stay true to its commitment of personalizing education and service to homebuyers and strengthening Realtor relationships.

“At our core, the reason we exist is for consumers to close their loan loving their lending experience as much as homeownership,” added Jacobs.



About TruLoan Mortgage

The Charlotte, NC – based lender offers conventional and government mortgage products for homebuyers and owners who want to work with an unconventional mortgage company that is creating “The Lending Experience You’ll Love.” TruLoan Mortgage also takes pride in educating the next generation of homeowners, millennials, through personalized consultations. For more information, contact Daniel Jacobs at djacobs@mytruloan.com.