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FOR IMMEDIATE RELEASE

Poli Mortgage Group, Inc. Invests on Behalf of Employees

New marketing tools backs up plans for growth in 2011

Norwood, MA, January 21, 2011-Poli Mortgage Group, Inc. is working consistently to provide new opportunities for its loan originators. One of the many ways they are doing so is by providing its loan officers with a marketing platform that allows them to provide their mortgage services as a benefit for corporations, associations, and other group affiliations of any size.

Chip Poli, founder of Poli Mortgage Inc, is counting on 2011 to be a banner year. He says, "Our expansion is taking form quickly and I'm committed to growing our business. Moving forward we will continue to generate new opportunities for our loan originators that will poise them for individual success."

Poli Mortgage's corporate focused HomeBenefitIQ program is an innovative and comprehensive program structured to add value to corporations by expanding employee assistance programs (EAP) for their employees by implementing Poli Mortgage's no cost benefit program. HomebenefitIQ allows loan officers to service local corporate employees as their mortgage benefit consultant, and with their partners, such as Realtors and financial planners, they can work with companies to customize a mortgage/home finance benefit program.

"Our originators are extremely excited by the new opportunities this marketing initiative will bring them" says Audrey White, Marketing Manager. In addition to providing no cost benefits to corporate employees and association members, our new program is structured so that our Real Estate, Financial Planners and other Poli Mortgage partners can be included in this unique benefit offering as well."

Jim Schmidt, Poli Mortgage Sales Manager says, "This is a win-win for everyone involved. We believe our investment in our new HomebenefitIQ program is a sound strategic move for Poli Mortgage Group and will not only benefit our Loan Originators and partners immediately and over the long term, but will benefit a broader range of consumers who will be able to access our programs and services quickly and easily."

The Poli Mortgage loan officers' goal is to educate as many individuals as possible. We will provide on-site educational seminars regarding home financing. We will also meet with employees at their convenience at the location of their choice. Corporations and associations that implement Poli Mortgage's HomebenefitIQ will quickly realize their employees will have peace of mind knowing they provided their employees valuable information needed to make their largest and most important financial decision in their life, home ownership. HR Managers that choose to bring HomebenefitIQ to their workplace will quickly realize the value they have brought to the company with this free Employee Assistance Program.

Poli Mortgage, Inc. is one of the fastest growing mortgage lenders in the Northeast headquartered in Norwood,

MA.NMLS # 1979, MA Mortgage Lender & Broker MC1979 (Norwood), Branch Lic MC1979-102 (Boston, MA), Branch Lic MC1979-104 (Pittsfield, MA), Branch Lic MC1979-100 (Randolph, MA); NH Mortgage Banker 8761-MB; CT Mortgage Lender 10555; VT Mortgage Lender 6092; VT Mortgage Broker 0927 MB; ME Supervised Lender SLM6369; RI Loan Broker 20031537LB; RI Lender 20062141LL; Maryland Lender License # 19325; FL Correspondent Mortgage Lender CL0700598 (MA Office), FL Lender License MLD3, Sunrise Branch License #MLDB1, GA Residential Licensee #23995, GA Branch Lic MC1979-101 (Duluth, GA), Branch License L-148839-103 (Decatur); AL Consumer Credit 21058; TN Mortgage License 4302; NC Lender AL-148839

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