



## About Dominion Lending Centres

Dominion Lending Centres is Canada's national mortgage and leasing company. With more than 2,000 professionals offering free expert advice across the country, the Dominion Lending Centres team is dedicated to taking the hassles out of the mortgage process and simplifying the lives of borrowers.

With access to more than 90 lending institutions, including banks, credit unions and trust companies, our licensed team of mortgage professionals is familiar with a vast array of mortgage products – ranging from first-time homebuyer programs, financing for the self-employed and financing for those with credit blemishes. Best of all, Dominion Lending Centres' mortgage professionals work for borrowers – not the lenders – to ensure consumers receive the best rates and products available in today's marketplace.

Whether a borrower is looking to purchase their first home, upgrade to a new home, renew an existing mortgage, refinance a mortgage to free up some equity or consolidate debt, purchase investment properties or vacation homes, or lease business-related equipment, Dominion Lending Centres has an extensive variety of available products to meet consumers' unique needs.



Our mortgage professionals are experts in their field and many are ranked among the best nationally. Launched in January 2006, we were named Best Newcomer (Mortgage Brokerage Firm) at the prestigious CMP Canadian Mortgage Awards 2008 – the Oscars of the mortgage brokering industry. At the 2009 CMAs, we received the Best Branding Award, and again in 2010, with the addition of the prestigious title of Mortgage Brokerage of the Year and Best Advertising. Finally, a DLC broker won the coveted Mortgage Broker of the Year Award and a DLC Business Development Manager won BDM of the Year, rounding out the night with a total of five awards – more than any other company in Canada!

Dominion Lending Centres is also honoured to be ranked 46<sup>th</sup> on the PROFIT HOT 50 List of Canadian Emerging Growth Companies published in the October 2010 issue of *Profit Magazine*. This is the second consecutive year we have made this prestigious list – we were 23<sup>rd</sup> in 2009.



The PROFIT HOT 50 ranks the top 50 young businesses in Canada by two-year revenue growth. From 2007 to 2009, Dominion Lending Centres grew 98%!

Dominion Lending Centres prides itself on being the only Canadian mortgage brokerage firm to also offer a leasing division – Dominion Lending Centres Leasing – headed up by leasing professionals, encompassing everything from financing for large industrial equipment, used vehicles, computer systems and beyond.

Dominion Lending Centres' mortgage professionals are available anytime, anywhere, evenings and weekends – and they will even come to you!



## Don Cherry Celebrity Endorsement Deal

We've signed a multi-year celebrity endorsement deal with Don Cherry to help educate Canadians on the benefits of using a Mortgage Professional for all their mortgage financing needs!

Our first commercial began airing on hockey games in six regions across the country in late October 2010. Commercials can be seen on Global News, CTV News, and Sportsnet hockey games! [Click here](#) to view the first commercial. This is just one of many ways Dominion Lending Centres mortgage professionals across the country will reach out to consumers. Our mortgage professionals also have access to everything from life-size cardboard cut-outs of Cherry, print advertising templates, car wraps, HD website videos, rink boards, bench signs, and beyond.

Don Cherry is by far the most influential commentator and is one of the most recognizable people in Canada. He's best known for being the 'flamboyant yin' to Ron MacLean's 'yang' on the popular Coach's Corner segment on Hockey

Night in Canada, which is the most watched sports telecast in the country.



Cherry was recently named one of the top 10 Canadians of all-time in the nationwide CBC program "The Greatest Canadian", which polled the Canadian public at large. He was also ranked in the May 2010 issue of *Reader's Digest* as one of the most trusted Canadians – the perfect image required when educating Canadians about using Mortgage Professionals for all of their financing needs.

The Canadian public's fixation on celebrities has reached epidemic proportions in mass media. This enchantment gives celebrities the ability to connect with the buying public with unrivalled persuasive power.

Celebrity endorsement is like a trusted friend telling us about a great service or product, and Dominion Lending Centres decided to capitalize on this public recognition.

"Hey, Hey! I don't know mortgages, but my friends at Dominion Lending Centres know, and they'll get you the best rate!" exclaims Cherry as the perfect hand-off happens in the first TV commercial.

Don Cherry knows a lot about many things, but when it comes to mortgages, he's stumped! The opportunity here is to address that Don is just like many Canadians who don't know about the benefits of using a mortgage professional.



## Benefits of Using a Mortgage Professional

There are generally two ways to get a mortgage in Canada: From a bank or from a licensed mortgage professional. While a bank only offers the products from their particular institution, licensed mortgage professionals send millions of dollars in mortgage business each year to Canada's largest banks, credit unions, trust companies and financial institutions, offering their clients more choice and access to hundreds of mortgage products! As a result, clients benefit from the trust, confidence and security of knowing they are getting the best mortgage for their needs.

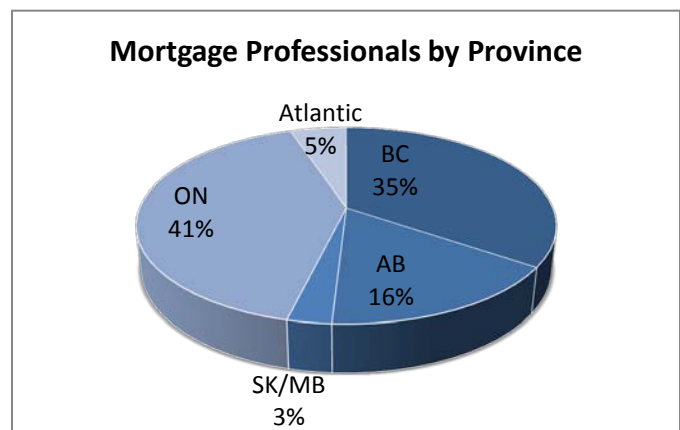
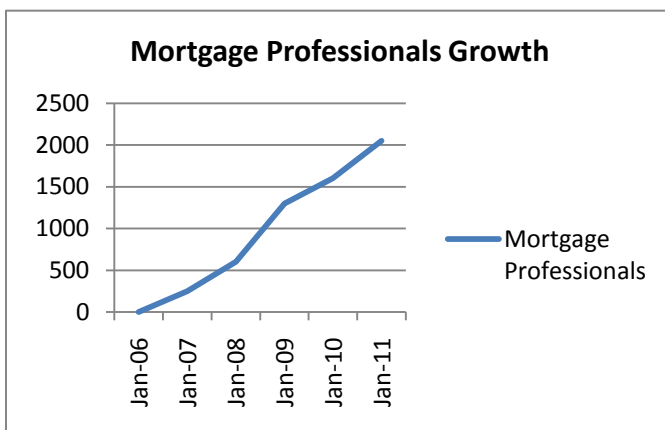
## Dominion Lending Centres' Mortgage Professionals

Dominion Lending Centres' team of mortgage professionals provides expert advice catered to consumers' individual needs. We stay up-to-date on available products and services to ensure we can provide the right answers for every mortgage consumer.

We have more than 2,000 members situated across Canada to serve the unique needs of borrowers in different regions of the country. This regional familiarity allows our mortgage professionals to serve the needs of borrowers by knowing lenders with available products in each area of the country.

## Membership Growth

Dominion Lending Centres is Canada's fastest-growing mortgage brokerage. In less than five years, we grew to more than 2,000 members spanning the country.





## Products & Services

Dominion Lending Centres' knowledgeable mortgage professionals make great media sources for articles, and television and radio interviews. Our licensed mortgage professionals hold a vast array of experience and expertise on the following mortgage and lease financing options:

- 1. Residential Mortgage Options.** Our mortgage professionals are dedicated to helping residential mortgage borrowers across the country obtain the best mortgage products and rates available in today's marketplace, including products designed for home purchase, refinance, mortgage renewal, home equity lines of credit (HELOCs), investment or vacation properties and mortgage life insurance. We even have our own mortgage products – The Dominion Mortgage line of products. Find a residential mortgage professional near you today at [www.dominionlending.ca](http://www.dominionlending.ca)
- 2. Commercial Mortgage Options.** Commercial mortgages are designed for businesses and investors who wish to purchase or refinance commercial, income-producing properties and offer a flexible way to raise capital. Some common commercial mortgage products our commercial mortgage professionals provide funding for include: income properties; multi-residential properties; bridge financing; restaurants; industrial properties; office buildings; self-storage facilities; retail malls; raw land financing; start-up financing; and debt consolidation. Find a commercial mortgage professional near you today at [www.dominionlending.ca](http://www.dominionlending.ca)
- 3. Leasing Options.** Dominion Lending Centres is the only mortgage brokerage in Canada that also offers equipment leasing and auto leasing. Our leasing professionals help business owners uncover multiple ways to structure lease financing for new equipment, a sale-lease back to extract capital from existing assets, and solve many other equipment acquisition challenges. Many of our leasing professionals are also licensed mortgage professionals who can use commercial and residential mortgage and property credit-line products, alone or in combination with lease-financing, to help business owners achieve the best solution for equipment acquisition. Find a leasing professional near you today at [www.dominionlending.ca](http://www.dominionlending.ca)



## Media Inquiries

Our mortgage and leasing professionals are often requested to provide information for local and national media outlets for use in newspaper and magazine articles, as well as radio and television news and programs.

Members of the media looking to use Dominion Lending Centres' mortgage or leasing professionals as sources for mortgage, leasing or other financing related information should contact:

**Cindy Freiman**

*Director of Public Relations & Communications*

Dominion Lending Centres Inc

Tel: 289-240-6322

E-mail: [media@dominionlending.ca](mailto:media@dominionlending.ca)

Website: [www.dominionlending.ca](http://www.dominionlending.ca)