

Mortgage Originator Magazine, 2009



As seen in Mortgage Originator magazine, Spring 2009: Dean Vlamis, PERL Mortgage, Chicago, Ill., has combined the traditional online resources including an application, customer testimonials and calculators along with some humor. The latter includes links to comedy/other non-mortgage sites, in addition to a funny takeoff on the Office television show, in which he plays the lead role (see

www.deanvlamis.com, Dean's Picks promotional video). "The video is definitely one of my most effective marketing tactics," he said. "It makes us stand out and people frequently comment on it. This helps me against the mortgage shops and banks that take an old, stuffy approach to financing. I am very personal and to the point with my clients; outside-the-box of the old stuffy approach."

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