



# Residential Home Lending and Real Living Lone Star Realtors Launch HomeBenefitIQ To Provide an Innovative New Employee Benefit

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*Companies Can Provide Real Estate Services to Employees to Enhance Their Benefit Package.*

PR9.NET September 20, 2007 - Dallas, TX - Companies of all sizes and kinds are looking for ways to improve their employee benefit packages. Now, Scott Rogers of Residential Home Lending and Aaron Jorgensen of Real Living Lone Star Realtors can help.

Residential Home Lending and Real Living Lone Star Realtors announce the launch of HomeBenefitIQ, a new program that offers local companies access to an innovative new employee benefit — customized mortgage and real estate programs available specifically for employees of the company.

It's a great way for companies to improve their employee benefits package without incurring a great deal of cost, while offering employees a service that can benefit them by helping them finance or refinance their homes. HomeBenefitIQ allows the company's employees to access information and even apply for mortgages online with special rates and privileges not available to the general public.

"We're excited to be able to offer this innovative new employee benefit to companies in this area," said Aaron Jorgensen of Real Living Lone Star Realtors. "This is a great way for these organizations to help their employees by offering a benefit that is particularly valuable — access to customized real estate programs. It's something that can help employees and their families invest their money wisely, and it comes at no cost to the employer."

Residential Home Lending provides the employees with their wide spectrum of loan products and access to Residential Home Lending's great customer service, making it easy for employees in the program to achieve their mortgage and financing goals.

The HomeBenefitIQ program provides companies with all the tools they need to offer the mortgage program to employees, including:

- A CD-ROM presentation outlining how HomeBenefitIQ works.
- Membership cards for employees.
- Employee benefit flyers, new hire enrollment packages, break room posters and other informational materials.
- And a customized web site with information on the specific loan products being offered as part of the HomeBenefitIQ program.
- Informative on-site or off-site homebuyer or credit education courses.

For more information on the program, please call Aaron Jorgensen, Real Estate Benefit Director with Real Living Lone Star Realtors at 972-636-8400.

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## **About Scott Rogers, Residential Home Lending**

Scott Rogers Residential Home Lending is committed to helping you find the right mortgage product for your needs. We understand that every borrower is different, and we offer a variety of products to meet your individual requirements. We make the process of securing a mortgage simple and straightforward by offering you the latest in financial tools that enable you to make sound financial choices.

## **About dfwHomeBenefits.com**

HomeBenefitIQ offers a solution and a way for employers to enhance their benefit packages without increasing overhead. We assist you in creating more value in your benefit package by providing a benefit that streamlines the buying and selling of their most valuable asset -- real estate. We have designed a way to bring high-service/low-cost real estate services to organizations and their members. This cutting edge benefit is superior to anything in the marketplace and provides services reaching beyond reduced rates and fees.

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