



News from

The Front Porch

Summer 2010 - Brought to you quarterly by The McCue Mortgage Company




OWN IT, KEEP IT!

Some say trying to buy a home is hard. Others say buying a home is easy, it's the "keeping it" that is hard. The reality is this: if you know what to do and when, and you do it, both owning and keeping a home can be easy. Over the past several years, for many reasons, too many people bought homes they could not afford to buy, maintain, or keep. The economic downturn we experienced and the resulting instability in the housing market produced an unprecedented number of foreclosures, but also presented an opportunity to find a way to prevent this series of events from ever happening again.

Prospective home buyers needed answers to basic questions: how do I buy a home, where do I start, who do I talk to, and how do I get a mortgage? Homeowners needed to know, once they owned a home, how to keep it, especially if they were in financial trouble. The answers to these buyers' and owners' questions can be found on "Own it, Keep it!," an educational resource of the Connecticut Association of Realtors®, with support and input from the Connecticut Housing Finance Authority and the U. S. Department of Housing & Urban Development. This new website offers one-stop shopping for information and resources for prospective home buyers and homeowners alike, so they can make wise, responsible decisions when buying a home and then understanding how not to become a foreclosure statistic.

On the buying side, "Own it, Keep it!" highlights the basics – understanding your current financial picture, repairing and re-establishing credit, looking for a Realtor®, talking to a lender, making an offer, and hiring a property inspector and an attorney. The "Keep it!" side provides information and additional resources for owners to help save their homes from foreclosure. For instance, asking a lender about a forbearance agreement, where an owner gradually repays the amount he is behind, adding the delinquent payments to the back end of the loan, or a loan modification, which permanently changes one or more of the mortgage terms and reinstates the loan, a simple loan refinance, and the foreclosure mediation program.

"Own it, Keep it!" is completely anonymous and embarrassment free – visitors will not be contacted or tracked – so, if you or someone you know needs some direction, helpful information, or is just plain curious, check it out at www.ownitkeepit.org/ 



THE McCue MORTGAGE COMPANY

TAKE ME OUT TO THE BALL PARK

In the last issue of the Front Porch we had a contest that sent 60 lucky families to Lake Compounce as part of our 60th anniversary celebration. Well we're not done celebrating yet! We'll be going to a park again, but this time a ball park, as McCue Mortgage is offering to send customers to a New Britain Rock Cats baseball game in August.

We'll be providing 125 customers with 4 tickets to one game of their choice... either August 6, 7, or 8th. But you must act quickly! The first 125 people to register for a particular game will receive 4 tickets to that game. Go to our website www.mccuemortgage.com and click on the Rock Cats logo in the bottom right of our homepage. Please only register for one game.

A day at the Rock Cats is a great time out for the family, and I hope you take advantage of it. I also hope that if you know someone who is thinking of buying a home, that you have them call us. We'll put our 60 years of experience to work for them.

Have a great summer!

Bill McCue

William J. McCue, President
The McCue Mortgage Company



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- A Glimpse at Our History
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- Got a Clue and more!

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60 Year Celebration

In honor of our 60th Anniversary, we're continuing our overview of McCue's history. This issue we'll focus on the 1980s, '90s, and '00s. Visit our website at www.mccuemortgage.com/60 for our complete story.

1980's

1980 saw exciting changes for McCue, beginning with William J. McCue founding the Connecticut Mortgage Exchange (CMX) together with Frank Horan. The CMX underwrote, processed, and closed loans originated by banks across Connecticut. CMX would form the underpinnings for McCue's wholesale mortgage division, founded more than a decade later. Also in 1980, the Federal Home Loan Mortgage Corporation, better known as Freddie Mac, approved McCue Mortgage as a lender – giving us the ability to offer more loan products to homebuyers. In 1983, McCue expanded its portfolio of loans to include conventional financing (non-government financed loans); these represent a substantial portion of our loan portfolio today.



In the mid-1980s, McCue received approval from the Federal National Mortgage Association (Fannie Mae), the nation's largest investor (1984). Fannie Mae offers mortgage purchase and securitization programs, and ensures funds are consistently available to the banks that lend to consumers. McCue also was one of the first lenders to pilot the Connecticut Housing Finance Authority's (CHFA) Down Payment Assistance Program – giving qualified first-time homebuyer applicants assistance with down payment and the ability to finance closing costs (1985). First-time homebuyers remain the primary focus of McCue Mortgage, and we are proud to have helped many customers purchase their first home.

During the 1980's McCue moved twice – to accommodate growth early in the decade, the Company moved to larger offices at 233 Main St., New Britain, and opened a satellite office in New London, and toward the end of the decade (1988), we moved once again, this time to our current headquarters at One Liberty Square.



New Britain Headquarters

1990's

The 1990's brought change to many of McCue's key processes, including automation of loan origination and approval, a focus on quality improvements, and continued commitment to customer service. In 1991, we began our first-time homebuyer education program, building the curriculum and conducting 5-week

courses, enabling customers to meet loan program requirements of CHFA and other lenders. Homebuyer education has remained one of the hallmarks of McCue's success with first-time homebuyers and we are pleased to offer this valuable service to many Connecticut families. Also in the early '90s, VA mortgages (those guaranteed by the U.S. Department of Veterans Affairs) became deregulated. A VA mortgage is a home loan that can be obtained with no downpayment by first-time homebuyers who are veterans or active duty members of the U.S. Armed Forces.

Also in the 1990s McCue implemented several measures to automate loan processing – McCue piloted and later adopted the Loan Prospector (LP) system – Freddie Mac's automated risk assessment and underwriting system, and FHA's Total Scorecard underwriting and risk assessment system – giving McCue the ability to approve a customers' applications quickly and accurately.

McCue also changed some of its business and marketing processes as well in the 1990s. In 1993, we created our trademark radio jingle, which today is synonymous with our company and our brand throughout the state of Connecticut, and in 1994, we formed our Wholesale Lending Division – servicing mortgage brokers, banks, and credit unions. Today, we are Connecticut's largest sponsor of brokered CHFA loans, with direct endorsement authority with investors. In 1997, McCue rolled out our Buyer's Edge pre-approval program, allowing homebuyers to be pre-approved for a mortgage before beginning their home search. The Buyer's Edge is different from other lenders' pre-approval in that buyers' qualifications are reviewed by formal underwriting – ensuring borrowers can shop for homes that are affordable. Also in 1997, McCue continued to grow increasing our loan and service, and expanded coverage to Massachusetts.

To end the decade, McCue increased advertising and created our inside sales department – originally a customer service help line, the group is now a team of sales and loan originators responding to calls on our 800 number. We also adopted the marketing slogan to our current "It's Time," and updated our jingle – keeping the melody but changing the words to "It's time for you to realize your dreams."

2000's

While McCue Mortgage continued to prosper and grow in the 2000's, this decade brought some of the biggest changes to the mortgage industry. Lenient underwriting standards brought new risks, expanded products and new lenders and brokers to a growing market – dubbed "subprime." The collapse of the subprime business sent Wall Street into a tailspin, and brought about new laws to protect consumers and regulate financial institutions. Because McCue Mortgage stayed clear of the subprime lending arena, our wholesale division grew significantly during the decade – doubling in size and volume.

To begin the decade, McCue united with other mortgage



companies to form the American Mortgage Co-op (AMC) – to pool resources and strengthen their voice and representation in the industry. We also implemented a hedge program to manage interest rate risk and continue to offer competitive rates to our customers. We also began to offer CHFA's Urban Rehabilitation Homeownership Program – providing forgivable grants to those purchasing homes in need of repairs, in certain urban communities.

In 2003, McCue adopted our new mission statement – We Are Happy Customer-Focused Innovators. Our goal is to exceed customer expectations, remove barriers to home ownership, bring new products to market to facilitate home ownership, and leverage cutting-edge technology to reduce the time and cost of the lending process. We believe through our intense focus on our customers and our commitment to innovation, we will continue to be a leader in the markets we serve.



Rebecca Lobo

In 2005, McCue named Rebecca Lobo as our spokesperson. Lobo is featured in our radio, TV, and billboard advertising and is a celebrated guest and speaker at various McCue-sponsored events.

In 2007, in response to the subprime market crash,

Connecticut Governor M. Jodi Rell convened a Task Force on Subprime Lending to examine and make subprime lending in the state, and appointed William J. McCue to serve as a member the committee. In addition, CHFA selected McCue as a lender for the state's Fair Alternative Mortgage Lending Initiative and Education Services (CT FAMILIES) program – assisting homeowners who are experiencing financial hardship and may be delinquent, refinance into an affordable, fixed-mortgage payment.

In 2008, the US Government initiated the Economic Recovery Act of 2008, offering the first of several tax incentives for first-time homebuyers. Later that year, McCue's servicing portfolio surpassed \$1 billion – representing nearly 8,500 homeowners. In 2009, CHFA moved the servicing of 2,700 families with CHFA loans from Bank of America and the former Countrywide Home Loans to McCue Mortgage – increasing our portfolio of serviced loans to nearly 11,000, representing \$1.4 billion in outstanding balances.

And on November 29, 2009, McCue Mortgage was recognized for its 60 years of service to Connecticut homebuyers. Governor M. Jodi Rell proclaimed the date McCue Mortgage Day in the state, with the proclamation "Through the company's and Mr. McCue's dedication to the community, the McCue Mortgage Company raises the standards of excellence in the State of Connecticut." McCue's commitment to customer service, focus, and innovation has positioned the company to serve Connecticut residents for another 60 years!



Our family
helping Connecticut
families for

60 years

Great CT Dog Parks for the Dog Days of Summer

What better way to celebrate the dog days of summer with man's best friend than a trip to the dog park? Designated dog parks are gaining in popularity – and are a great place for your dog (and you) to get some exercise and make new friends. Here are a few we turned up:

- Nod Brook Park on Rte. 10 in Simsbury. This no-leash area is designated as a Dog Training Area, with places for your dog to run and swim.
- Viney Hill Brook Preserve in Essex (off old route 9). A fenced-in dog park and nature preserve, with a swimming pond and life guard.
- Granby DOGGS Dog Park at Salmon Brook Park, is a fully fenced and double-gated park with mulch surface.
- Grass Island Dog Park in Greenwich offers two fenced areas for large and small dogs – with surrounding waterfront and park area (for leash walks).
- Hamden Dog Park, Waite St. Hamden, is a fenced and treed park, with picnic tables and water.
- Pawsitive Park in Norwich offers off-leash, fenced areas for large and small dogs.
- South Windsor Bark Park is a one-acre off-leash fenced park, with separate areas for small and large dogs.
- Wethersfield Dog Park also offers separate areas, with lots of trees and benches. 🏠



The Front Porch

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We're on Facebook – become a fan and keep up with all that's new at McCue!

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From the back porch...

Beach Tips for Your Dog from the American Kennel Club

- Make sure your dog has a shady spot and plenty of water.
- Dogs, especially those with short hair, white fur, and pink skin, can sunburn. Limit exposure during the day, and use sun block on his ears and nose.
- Check water conditions. Dogs are easy targets for sea lice and jellyfish.
- Running on the sand is strenuous exercise. A dog that is out of shape can easily pull a tendon or ligament.
- Do not let your dog drink seawater.
- Rinse off sea water at the end of the day – salt and minerals can damage his coat.
- Not all beaches permit dogs; check local ordinances before heading out.

Joke

Upon entering a small country store, a stranger noticed a sign saying **Danger! Beware of Dog!** posted on the glass door. Inside a harmless old hound dog was asleep on the floor besides the cash register. He asked the store manager, "Is that the dog folks are supposed to beware of?" "Yep, that's him," he replied. The amused stranger inquired, "That certainly doesn't look like a dangerous dog to me. Why in the world would you post that sign?" The owner responded, "Because, before I posted that sign, people kept tripping over him."

Got a Clue?

How old did the oldest (documented) dog live to be?

a) 17 b) 25 c) 29 d) 33

Email your answer to:

puzzle@mccuemortgage.com and include your name, loan number, address and phone number.

Remember to play the puzzle every issue to increase your odds of winning! We take all the correct answers and select a winner each November who receives one month's mortgage payment courtesy of McCue Mortgage. The winner will be notified and published in The Front Porch. You must be a McCue Mortgage customer to win.

Answer to last issue's puzzle:

What gets bigger the more you take away?
Answer: A hole.