

United First Financial in the Media



October 2007 – BROKER BANKER Magazine, (America's Trade Publication for Home Loan Originators) California Edition, Volume 108 – United First Financial was awarded **Outstanding Company of the Month**. The story featured the founders of United First Financial on the cover and included a 7 page feature story inside. Brian Topor, Executive Publisher of Broker Banker Magazine, says in the magazine, *“I have never personally and/or publicly endorsed any product. However, I am endorsing this one. It's the Real Deal.*

** Please note that Broker Banker Magazine awarded the cover to United First Financial once again in their very next issue and featured 7 articles relating to the benefits of the Money Merge Account System!*



January/February 2008 – MORTGAGE PLANNER Magazine – United First Financial was awarded the **Product Spotlight Company** and was given a special cover addition featuring the principles of the company. This included a 4 page spread explaining how the Money Merge Account helps Cancel Interest, Increase Equity and Build Assets. A quote from the article reads, *“This system allows your clients to eliminate years worth of compounded mortgage interest charges in exchange for one month's small amount of ALOC interest charges.”*



March 2008 – TRUE WEALTH Magazine – A very special edition of this magazine was devoted entirely to United First Financial. The magazine explains how they are saving their client's incredible amounts of money and also how they are helping their agents earn a significant income by adding this product to their offerings. Brian Bianca, Editor writes, *“There are dozens of reasons why we chose to spotlight United First Financial in this issue of True Wealth, but one above all stands out to me: this company truly makes a difference in people's lives.”*



March/April 2008 – PERSONAL REAL ESTATE INVESTOR Magazine – United First Financial wins **Editors' Choice Award**. This issue included a 16 page bonus supplement featuring all aspects of United First Financial. Editor Andrew Waite, in a message he titled Un-Mortgaging America, says, *“The Money Merge Account system simplifies a complex world so homeowners can manage their financial condition better.”* Waite also said of the Money Merge Account that it, *“...can deliver savings and wealth to clients.”*

** Please note the May/June issue of Personal Real Estate Investor Magazine awarded United First Financial the 2008 Editors' Choice Award for the best mortgage acceleration strategy and agency distribution model!*



February 2009 – SUCCESS From Home Magazine – This issue was also entirely devoted to United First Financial. This issue shows you how the “Financial Landscape” is changing and U First's role in that change. Mark Victor Hansen CHICKEN SOUP FOR THE SOUL co-founder and co-author shares his vision for Financial Freedom through U First. Lori Dodd answers the question *“Is this too good to be true”*.



BLUFFDALE, Utah – July 3, 2008 – Skyler Witman, John Washenko, Matt Lovelady, Jonathan E. Bonnett and Don Jorgensen of United First Financial, a financial software services and support company, were recently awarded the **Ernst & Young Entrepreneur Of The Year 2008 Award** in the **financial services category** in Utah. An independent panel of judges selected their work from a group of finalists, and the award was presented at a gala event at the Salt Palace Convention Center in June, 2008.

To see how United First Financial can help you call Frank Duprée 973-338-6627

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