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"AWARENESS WORKS"

Written by: Harry Gribnitz

As a corporation and as individuals we have a commitment to be involved in both our community and charitable activities. A few months ago, our President, Duke Vander Ark, asked if I would like to join a team developing a new business within our family of companies. I joined Gary Gunnett, our Director of Charitable Partnerships, to help develop the Awareness Works Charitable Program. Our program donates \$250 to a borrower's selected charity whenever they closed a mortgage through Awareness Home Funding.

My role is not only to continue to service my past clients and new referrals, but to be responsible for the operational side of the business. In order to make these contributions, remain profitable and keep borrower's cost and interest rates low, we must be very efficient. We must take advantage of new technologies while maintaining the personal service you have come to expect from Priority Mortgage. While so many lenders have been suffering catastrophic losses and closing their doors, we have been exploring, implementing and utilizing new technology and systems. We are preparing for the difficult years ahead as our industry meets new challenges.

Whenever you refer a friend, relative or co-worker to Awareness Home Funding you can be helping a worthy charity. When their transaction is completed, we will donate \$250 to the charity of their choice. While we were making preparation to start the Awareness Works Program several of you have been very helpful by identifying worthy charitable organizations. Some of you have allowed us to help with the financing of their new home purchases generating a \$250 contribution to your favorite charity.

From the prospective of the charitable organization their cost is ZERO. The charity receives 100% of the donated funds. In the current economy, raising needed funds can be difficult and expensive. All we ask is the charity let supporters know about the Awareness Works Program. Information on the Awareness Works Program can be added to existing newsletters, websites, mailings or employee communications. My favorite method is simply to talk to friends, relatives and co-workers about the program. Gary's major function is to work with our Charitable Partners to creatively spread the word.

You can find more information at our website AwarenessWorks4U.com (The IT guys promised it would be operational any day.)

We could not think of a better way to kick off Awareness Works then with our long time charitable partner the Human Society of Kent County and the Home for the Holidays Adopt-A-Thon Weekend. I think I'll let Cubbie tell you the details.

Harry Gribnitz
Home Loan Specialist

Home for the Holidays Adopt-A-Thon Weekend

My name is Cubbie. Once each year my friend Harry allows me to write a Letter from the Heart. As a dog that survived his early years on the streets of Chicago before being adopted, I am well qualified to tell you about the importance of becoming a Friend for Life. "For me a house or apartment becomes a home when you add a set of four legs, a happy tail and that indescribable measure of love we call a dog."

My friend Harry and his partners at Awareness Home Funding will be sponsoring the Humane Society of Kent County Home for the Holidays for the sixth consecutive year. This year Home for the Holidays is a two day event combining "Black Friday" and "White Saturday". My new friend Meahgan from the Humane

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Society has created a special card that provides the details on time, location and activities. I have asked Harry to include a card with each letter. My typing is getting much better, but using my paws to "stuff" the envelopes is something I haven't mastered.

Awareness Home Funding will be sponsoring an "everyone wins" door prize drawing. I don't want to give away all the surprises, but my friends "Griff" and "Fin" from the Grand Rapids Griffins told me prizes would include Griffins' tickets, Gift Certificates, holiday gifts and maybe even a delicious APPLE PIE. Since Gary and Harry will both be at the event, it will be a great time to learn more about the Awareness Works program and how you can help the Humane Society receive a \$250 donation.

The focus of the weekend is to help as many of my adoptable friends find new Homes for the Holiday. A special "Cubbie" tail wag to all the staff and volunteers at the Humane Society and Awareness Home Funding for making this event possible.

Love,

Cubbie

Please remember to tell your friends, relatives and co-workers that might like to add a "best friend for life" to their family. As my new friend Kobi from White Lake says "everyone deserves a Home for the Holidays".