

## **Better Energy Efficient Mortgage - myEnergyLoan's Successful Local Market Launch**

*myEnergyLoan knits together the national green lending community via local market licensing & green loan certification of its unique green loan package. This provides a net tangible benefit to the borrower and a lower risk gradient to lenders.*

**June 11, 2009** - [PRLog](#) -- The myEnergyLoan program continues to be the most economically viable Energy Efficient Mortgage program in the country; and it's all about the local market!

Last week myEnergyLoan signed up our 6th local myEnergyLoan provider, bringing our current number of states with local myEnergyLoan providers (branches) to 13 - and that's just since January 2009. "Based on some very strategic marketing partnerships which we have only recently signed, we expect to have 500 licensed lenders and brokers within the next twelve to eighteen months," says myEnergyLoan management.

The company's goal is to keep the program inexpensive for brokers and banks, while providing the necessary standard and verification services that borrowers need now that they have been raped by predatory loan products over the last decade.

"We believe myEnergyLoan will easily have at least one myEnergyLoan provider in every state by the end of the Summer," says Jeff Cole, the CEO of myEnergyLoan. "The myEnergyLoan program is a standard way of providing a net tangible benefit to green real estate investors, ensuring green real estate buyers get full value and reward for their green building - through the loan!"

Dave Karchner, a partner in the firm and green builder in Denver, CO, says "It's revolutionary and we are trying to get the word out that there is now an effective green loan program available to any local bank and mortgage broker that can demonstrate an authentic desire to serve the green consumer as a local stakeholder and finance partner."

The myEnergyLoan program is a streamlined way for green real estate borrowers to maximize the benefit of financing their green building. What this means is that the green real estate investor earns a closing-cost credit that is warranted because their investment (the green building) is more energy efficient. This is critical if our economy is to authentically transform to a sustainability.

"After enjoying the program ourselves for the last 4 years, we developed a local market strategy and decided that our program was so unique and beneficial that we could license the brand and the incentive method to other mortgage providers. Many of them are desperately seeking authentic green loan solutions for their clients," said Cole.

Furthermore, the myEnergyLoan program has caught the attention of many green real estate service providers such as EcoBroker International, the firm that trains green real estate sales professionals; Energy Star, which is creating a national platform for green loan products; and the secondary market players involved in a little-known group called the Capital Markets Partnership, which recently announced its National Green Building Underwriting Standard.

All tolled, the green building market is thriving and it doubles in size every six months. The myEnergyLoan program is at the leading edge of this market and it enables banks and mortgage brokers to take advantage of early adoption in this space.

"Unfortunately," says Cole, "the credit markets killed thousands of green real estate deals over the last year. What the market needs is trust in values of homes and simple loan products to serve energy efficiency. We have been building myEnergyLoan with those factors in mind and we have been very successful as a result."

"Simply stated - we serve the market better...better than any other green loan in existence...and we compliment those EEM products that do exist," says Cole.

All mortgage brokers and lenders can benefit by adopting our program which is clearly the leading Energy Efficient Mortgage program in the country, and one that stands to feed the secondary market with a large number of green loans. Green loans typically have a lower risk gradient, even if they cost more the build. As a result, secondary market players will do well to buy securities comprised of these loans.

Contact Jeff Cole at [jcole@myenergyloan.com](mailto:jcole@myenergyloan.com) for more information.

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myEnergyLoan is the leading Energy Efficient Mortgage program in the country as it is easily adopted by responsible lenders with a social conscience and who take their environmental stewardship seriously.

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