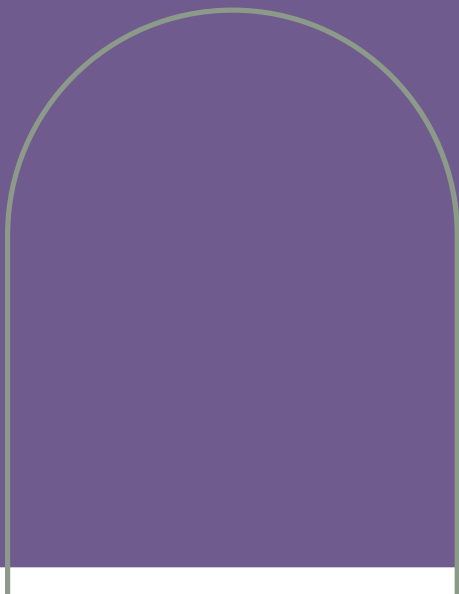


THE MORTGAGE SERVICES GUIDE

Clear options for every stage of homeownership



THE MORTGAGE SERVICES GUIDE

Most people don't wake up excited to talk about mortgages. They just want to know:

1. *Can I afford this?*
2. *Is this the right move for my family?*
3. *Am I getting a fair deal—or leaving money on the table?*

That's why I created this guide.

My name is **Sue Rogano**, Broker Owner of House of Mortgage Experts Inc. in Burlington. For 30+ years, I've helped clients all over Ontario choose mortgages that fit their real lives—not just the bank's checklist.

In today's market, Canadians are under pressure. A recent national survey found that **81% of mortgage consumers feel impacted by higher interest rates**, and over a third had to change their buying plans because of it.

First-time buyers are taking **years** to save a down payment—about 4.2 years on average—and many need help from family just to get started.

At the same time, newcomers, retirees, self-employed business owners, and families carrying debt all have very different needs. There's no one “best mortgage.” There's only the right mortgage for you.

What you'll find in this guide

Each of the next pages gives you:

- A plain-language explanation of **what each service is**
- The **problems it solves** in real life
- Who it's **best suited for**
- How I structure solutions using access to **40+ Canadian lenders**
- A simple “**What to do next**” checklist

How to use it

1. **Scan the table of contents** and flip straight to the service that sounds closest to your situation.
2. Highlight or write down any questions that come up.
3. When you're ready, book a **free, no-pressure consultation** and we'll talk through your options in clear, simple terms.

This guide is **educational**, not legal or tax advice. Think of it as a starting point—a way to understand what's possible before you make big decisions about your home, your debt, your investments, or your retirement.





YOUR FIRST HOME, WITHOUT THE GUESSWORK

Buying your first home should feel exciting, not like a full-time job.

Yet for many first-time buyers in Canada, the process is stressful: rising rates, bidding wars, stricter rules, and years of saving. Recent data shows it now takes **over four years on average** to build a down payment, and many buyers are stretching to keep up with other debts at the same time.

The problem

- You're not sure how much you can actually afford.
- You've heard terms like "stress test," "insured" vs "conventional," and "fixed vs variable" and you're expected to understand them overnight.
- Family and friends all have different opinions—and they don't always match what the bank is saying.

What this service does

My First-Time Home Buyer service is built to:

- Turn your income, debts, and savings into a **clear budget range**.
- Explain, in plain English, how much you'd need for:
 - Minimum down payment
 - Closing costs (appraisal, legal, land transfer tax, etc.)
- Compare options from **multiple lenders**, not just one bank.
- Structure your mortgage so you can **sleep at night**, not lie awake worrying about next year's renewal.

How I help

With access to over **40 Canadian lenders**, including banks, credit unions, and broker-only lenders, I can often find options a branch might not show you.

We'll walk through:

1. **Pre-approval** – So you know your numbers before you start scrolling listings.
2. **Rate & term selection** – We match your personality and plans (steady, flexible, aggressive payoff) to the right structure.
3. **Offer strategy** – I coordinate with your realtor so financing conditions are realistic and timelines are tight but safe.

Who this is for

- First-time buyers with questions, not confidence—yet.
- Singles, couples, or families who want a guide, not a sales pitch.
- Anyone who wants to avoid "rookie mistakes" that are expensive to fix later.

Your next step

If you're within **12–24 months** of wanting to buy, now is the time to get a plan. A quick call lets us map out:

- A realistic price range
- A savings target
- A simple action plan to get from "someday" to "keys in hand"

STAY IN YOUR HOME. UNLOCK THE EQUITY. KEEP YOUR INDEPENDENCE.

For many Canadians 55+, the challenge isn't owning a home—it's using that equity without giving up security.

Retirees are living longer. Pensions and fixed incomes often aren't keeping pace with rising costs, and more seniors are turning to their homes to fill the gap. Canada's reverse mortgage market has grown steadily in recent years, with demand up by about **12% year-over-year**, especially in provinces like Ontario.

The problem

- You're "house-rich, cash-poor."
- Monthly payments on a traditional line of credit or mortgage would stretch your budget too far.
- You want to help children or grandchildren, fund healthcare, or simply cover everyday expenses—without selling the home you love.

What a reverse mortgage is

A reverse mortgage lets eligible homeowners 55+ borrow against their home's value:

- **No monthly mortgage payments** are required.
- The loan and accumulated interest are usually repaid when the home is sold, you move out, or the last borrower passes away.
- You stay on title. You remain the owner.

How I structure it

Reverse mortgages are not for everyone. They work best when:

- You plan to stay in your home long-term.
- You have **significant equity** in the property.
- Preserving monthly cash flow is more important than leaving the maximum estate value.

I'll:

1. Review your **income, debts, and long-term plans**.
2. Compare reverse mortgages with other options like **downsizing, HELOCs, or refinancing**.
3. Show you, in dollars, how each choice affects:
 - Your monthly cash flow
 - Your remaining equity over time
 - What your estate might look like later

Who this is for

- Homeowners 55+ who want to **age in place**.
- Retirees dealing with rising expenses, health costs, or lingering debt.
- Grandparents who'd like to help family now, while still alive to see the impact.

Your next step

If you're considering a reverse mortgage, let's have a quiet, unhurried conversation. I'll show you the pros and cons, and if it's not the right fit, we'll find another way to make your home work for you.

NEW TO CANADA MORTGAGES

From Newcomer to Homeowner

Canada continues to welcome hundreds of thousands of newcomers every year. In 2024 alone, more than **437,000 new permanent residents** arrived, and immigration now accounts for nearly all of our population growth.

Many of those new Canadians want the same thing as everyone else: a safe home to call their own.

The problem

- Limited credit history in Canada—even if you had excellent credit in your home country.
- Short work history here, even though you're highly qualified.
- Confusing rules about down payment sources, documentation, and which programs you qualify for.

What this service does

My New to Canada service is designed to help newcomers:

- Understand **what lenders look for** when you've been in Canada less than five years.
- Use **alternative forms of credit history** (such as utility bills and rent history) when possible.
- Structure down payments that may include savings, gifts from family, or funds brought from overseas (within the rules).
- Avoid scams and misinformation targeting newcomers.

How I help

We'll go step by step:

- 1. Eligibility review** – Based on your immigration status (permanent resident, work permit, etc.).
- 2. Income and documentation checklist** – What you need from your employer, your bank, and your previous country if relevant.
- 3. Program matching** – From mainstream lenders to specialized newcomer programs, we match you to options that respect your situation.
- 4. Planning ahead** – Even if you're 12–24 months away, we can design a path toward homeownership.

Who this is for

- Permanent residents and work-permit holders who've been in Canada **under five years**.
- Newcomers who want an honest explanation of how the system works.
- Families who are ready to build long-term roots here.

Your next step

If you're new to Canada and homeownership feels out of reach, let's talk. With the right plan, you can move from "just arrived" to "welcome home" faster than you think.

MORTGAGE RENEWALS & REFINANCING

Don't Just Sign the Renewal Letter

Too many Canadians treat their renewal notice like a phone bill—they glance at it, shrug, and sign.

But in a higher-rate environment, that renewal letter might be **one of the most expensive pieces of mail you'll ever open**. In a recent survey, 42% of mortgage consumers said higher rates made it harder to keep up with payments, and many had to adjust their finances just to stay afloat.

The problem

- Your original term is ending and your lender has sent you a renewal offer.
- You're not sure if the rate is competitive—or just convenient.
- Your goals may have changed: growing family, new job, more debt, or plans to renovate.

What renewal & refinancing can do

At renewal or via a refinance, we can:

- **Shop other lenders** to see if they'll reward your good payment history with better terms.
- **Blend and extend** or restructure your term for stability.
- **Access equity** for renovations, investments, or big life expenses.
- Consolidate higher-interest debt (carefully—see next page).

How I help

1. **Review the renewal offer** well before your term ends—ideally 90–120 days out.
2. Compare it with options from other lenders based on:
 - Rate
 - Term length
 - Prepayment flexibility
3. If refinancing makes sense, run the numbers on:
 - New payment
 - Total interest over the term
 - Closing costs versus savings

Who this is for

- Homeowners within **6–12 months** of renewal.
- Families who've taken on more debt since they bought their home.
- Anyone who wants a second opinion before committing to another 3–5 years.

Your next step

Before you sign anything, send me your renewal letter. I'll either confirm it's a strong offer—or show you what else is possible.

DEBT CONSOLIDATION



Turn Costly Debt into Manageable Payments

Many Canadians are carrying too much high-interest debt. Recent reports show average credit card interest rates around **20%**, while secured borrowing like HELOCs can start around **4-6%**, depending on the lender and product.

If you're paying double-digit interest on multiple debts, your mortgage can sometimes be a tool—not a burden.

The problem

- Multiple payments: credit cards, lines of credit, car loans.
- High interest that barely touches the principal.
- Stress every month as you juggle which bill to pay first.

What debt consolidation through your mortgage can do

By consolidating debt into your mortgage or home equity product, you may:

- Replace **several high-interest payments** with **one lower-rate payment**.
- Free up monthly cash flow.
- Create a clear timeline for becoming debt-free again.

Important disclaimer

Consolidation is powerful, but it's not magic. It works only if:

- You address the **habits or emergencies** that created the debt.
- You avoid running balances back up on old cards and lines.
- The new structure truly reduces interest cost over time, not just payments in the short term.

How I help

1. Gather a full picture of your **current debts and rates**.
2. Model what happens if we:
 - Keep everything as-is
 - Consolidate into a new mortgage term
3. Explain the **trade-offs** in plain language: cost today vs cost over the next 3-5 years.
4. Help you create a simple plan so this is a **one-time reset**, not a recurring cycle.

Who this is for

- Homeowners feeling squeezed by multiple payments.
- Families who've had a tough stretch due to illness, job loss, or life events.
- People who want a clean slate and a structured way forward.

Your next step

If your debt feels heavy but you have equity in your home, let's explore safely using that equity to rebuild—not dig deeper.

SELF-EMPLOYED & UNIQUE SITUATIONS

When the Bank Says “No,” It’s Not Always the Final Answer

Canada’s workforce is changing. Over **13% of employed Canadians are now self-employed**, and many earn strong incomes—but don’t fit neatly into a bank’s boxes.

Traditional lenders often struggle to assess income that comes from contracts, corporations, or variable sources—not because clients can’t pay, but because the paperwork doesn’t look like a T4.

The problem

- You’re self-employed, own a small business, or work on contract.
- Your tax returns may show lower net income because of legitimate deductions.
- A bank has declined your application, or approved you for far less than makes sense given your real cash flow.

What private & B-lender solutions can do

Alternative lenders:

- Look beyond the surface to understand **how you really earn and spend money**.
- May allow income to be qualified using **bank statements, business financials, or stated-income programs** (within guidelines).
- Can offer **shorter-term solutions** that bridge you back to traditional lending once your situation fits the box again.

Rates and fees are typically higher than prime-bank mortgages, so the key is structure and exit strategy.

How I help

1. Review your **full financial picture**: business, personal, tax planning, and goals.
2. Explain clearly when a **B lender or private lender** makes sense—and when it doesn’t.
3. Structure a mortgage that:
 - Solves today’s problem (purchase, refinance, payout of CRA, etc.)
 - Builds a path back to **prime lending** within a defined time frame if possible.

Who this is for

- Self-employed professionals, contractors, and small business owners.
- Clients with past credit issues who are now back on track.
- People with strong equity but non-traditional files.

Your next step

If your situation doesn’t fit the standard form but you know you can afford the home, let’s have a real conversation. My job is to translate your story into a file a lender can understand.

CONSTRUCTION & RENOVATION LOANS

From “Someday Project” to Finished Home

Whether you’re building from the ground up or finally tackling the renovation your home needs, proper financing keeps the project moving—and protects your cash flow.

The problem

- Contractors want deposits and progress payments.
- Costs are higher than they were a few years ago.
- Using high-interest credit to fund renovations can quickly blow up the budget.

What construction & renovation financing does

These solutions are designed so funds are **released in stages** as work is completed and inspected.

That way:

- You’re not paying interest on the full amount from day one.
- Lenders can see that the project is on track.
- Contractors know the money will be there when milestones are reached.

Depending on the project, we may use:

- A **construction mortgage** for new builds or major structural changes.
- A **purchase-plus-improvements** mortgage for buying and renovating at the same time.
- A **refinance or HELOC** for standalone renovations.

How I help

1. Review your **plans and cost estimates** with you.
2. Help you choose the right **financing structure** based on:
 - Size and type of project
 - Timeline
 - How much equity you already have
3. Coordinate with your lawyer, builder, and appraiser so everyone understands how and when funds will be released.

Who this is for

- Families planning significant renovations (kitchen, addition, full-home updates).
- Clients building a custom home.
- Investors improving a property to increase value or rental income.

Your next step

Before you sign with a builder or start tearing down walls, let’s make sure the money side is as solid as the foundation you’re building.

TURNING INFORMATION INTO ACTION

You've just walked through the major mortgage tools available to you:

- First-time buyer plans
- Reverse mortgages
- New to Canada solutions
- Renewals and refinancing
- Debt consolidation
- HELOCs and equity strategies
- Private and B-lender options for self-employed clients
- Construction and renovation financing

Each one solves a different problem. The value isn't in memorizing the products—it's in choosing the right one, at the right time, for the right reason.

What working with me looks like

When you reach out:

1. **We start with a conversation**, not an application. I want to understand your story, not just your numbers.
2. I gather the information lenders need and **do the shopping for you** across more than 40 Canadian lenders.
3. I present options in **plain language**, with real numbers side-by-side so you can see the trade-offs.
4. You make the final decision—fully informed, never rushed.

There is **no cost** to you for our initial consultation. In most cases, I am compensated by the lender when your mortgage funds.

Which path sounds most like you?

- **"I'm thinking about buying."**
 - Let's build a 12- to 24-month plan so you're ready when the right home appears.
- **"I already own, but I'm worried about rates or payments."**
 - Send me your renewal letter or most recent statement. I'll review it and tell you honestly if you're in a good position—or if we can improve it.
- **"I'm under pressure from debt or cash flow."**
 - We'll look at consolidation, reverse mortgages, or equity strategies with your long-term security front and centre.

Final word

Mortgages are often the largest financial obligation of a lifetime. You don't need to become an expert—but you deserve to work with someone who is.

If this guide raised questions, that's a good sign. Let's talk through them together. Bring this guide—marked up, highlighted, and full of notes. That's where our best conversations start.





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