



Carol Escobar

Written by Haley Freeman

The legendary Zig Ziglar is known for saying, “You can have everything in life you want, if you will just help other people get what they want.”

This quote has long been an inspiration to Carol Escobar, Branch Manager at New American Funding in Cerritos. She is a leader committed to helping families in her community achieve the American Dream, while also helping industry professionals reach their personal and professional goals. “You have to take the time to ask people questions and find out what their goals are,” she says. “Where are they now, and where do they want to be? Then offer all your skills to help them be successful.”

Carol found her passion for finance early in her career, when she boldly took a job in car sales at only 19 years old. Motivated by having no limits on her earning capacity, she persisted in the male-dominated auto environment for several years. Finding it difficult for a young woman to transition from auto sales to finance, Carol chose, instead, to use her talents to help people finance their dream homes. “I fell in love with the home lending business. It’s still the coolest thing to pick up the phone and tell somebody their loan has funded. It’s an exciting conversation I’ve had with a lot of people during my career, and it never gets old.”



Helping and Elevating Others



In 2013, Carol joined New American Funding for its make-sense underwriting, tech-forward infrastructure and human-centric culture. “Working for other lenders, I felt limited by costly overlays and underwriting add-ons that made it hard to get borrowers into homes. Then I ran into New American Funding and found out about owners Patty and Rick Arvielo and their vision. Their core values really aligned with mine. Here, we’re all about doing sustainable loans. If someone comes in with difficulty qualifying, it’s not really a no, it’s just a not right now. Helping people get to a position of home ownership is my job. I call myself a professional problem solver.”

Two years ago, Carol was promoted to Branch Manager, and she loves being part of a company where so many strong women participate in leadership. “Because our COO is a woman, there are many other women in management. I feel like the owner of our company saw something in me and decided to give me an opportunity. I’m on fire to do that for other women, as well. It’s wonderful to be part of a company where women are not overlooked for what they can contribute. I recently called a woman Loan Consultant I was wanting to join my team, and she told me it was the first time another woman had called her. That blew my mind and made me want to jump on the phone even more. We have such a positive environment here. The guys and the girls work together to help each other succeed.”

A producing manager, Carol is in the trenches every day working tirelessly alongside her Loan Consultants. “I think it’s important to know what it is like to hit the pavement. It’s important for me to be able to understand my Loan Consultants, what they’re going through and what it’s really like out there. I want to make it as simple as possible for them to do their job. Most of our Loan Consultants have an assistant to help out with the tedious things so they can be out networking and selling. We also have a marketing assistant who can help them put up videos on social media and create marketing materials for themselves or cobranded with real estate agents.”

Agents value doing business with this team of reliable, upfront problem solvers. “Realtors® often come to us with problem files, and we jump all over it to help in every way possible. We’re very passionate, and we want to see them grow their business, too. We’ll sit down and review their business plans, help build databases, and provide marketing support. We’re here to work as partners and elevate both games.”

Carol and her team also participate in generous community service, assisting battered women and families in need, helping them transition from crisis to independence.

No matter who Carol and her team are serving, their mission is always the same - to help and elevate others. “My first broker, Frank, taught me that to be successful in this business in the longterm, you can never forget your goals and why you’re doing this. I want to help people attain their American Dream. It can be challenging, but I can’t imagine doing anything more meaningful.”

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