

Where Experience Meets INNOVATION

New American Funding is an Orange County original. Established in 2003, it is a company known for its fearless implementation of new technologies and innovative approach to business. These qualities have

led New American Funding to become one of the largest private mortgage companies in the nation with a presence in 47 states.

Meanwhile, right here in Orange County, the company is attracting some of the industry's finest leadership and greatest talent, people who share a passion for excellence and a commitment to progress. This describes perfectly Dan Perez and Chris Paliska, co-managers of New American Funding's Anaheim branch. These dynamic, multigenera-



Dan Perez



Chris Paliska

loans quickly means we're always ahead of the curve. The industry has changed, and it's not as easy as it used to be to put a loan package together. We do it seamlessly. It's why the real estate industry is following us so closely now."



Written by Haley Freeman

Chris began working in the company's call center while he was attending college, and from there, he worked his way up to a superstar Loan Consultant, closing over \$20 million per month. "Dan and I teamed up about six months ago," Chris explains, "and even though I've only been in the business for four years, we have in common that we've both been big producers. We want to help our Loan Consultants implement our ideas and strategies for how we got business. We know what works, and we want to give our team those same tools."

Dan and Chris exemplify the very best of old school and new school methods, using tried-and-true techniques and cutting edge technologies to create opportunities for their team members and real estate partners to succeed. Just one of their innovations is their VIP marketing concierge, a liaison between their team and their Realtors®, whose job it is to help create and execute marketing ideas that help everyone generate more transactions. "We help agents create a better quality of marketing by helping them brainstorm and implement ideas. For example, we worked with a Realtor® to create a family photo day event in Foothill Ranch and market it using social media and the website for the community. Events like these help our Realtors® get in front of hundreds or even thousands of people while making an impact on the community."

Dan adds, "This is also an example of why New American Funding is so ahead of the competition. They allow us as managers to implement our resources and the correct individuals to increase our production."

Dan and Chris are also active supporters of the National Association of Hispanic Real Estate Professionals of Orange County (NAHREP), Big Brothers & Big Sisters of Orange County, and other professional and charitable organizations where they can help others to do well and do good.

Dan and Chris keep their own skills sharp by engaging in ongoing coaching and training. They bring their combined

energy to leading a weekly mastermind meeting with their team of Loan Consultants designed to share ideas, review strategies and track results. Good old-fashioned, friendly competition is a great motivator, so they set up challenges that allow Loan Consultants to earn incentives and rewards.

With a prime location near Angel Stadium and in the heart of the Anaheim business corridor, Dan and Chris are well-placed to grow their powerhouse branch. They have nearly 6,000 square feet of office space with room for more team members, and a goal of expanding to satellite branches at other strategic locations in Orange County where they can help their Loan Consultants build solid Realtor® relationships.

Loan Consultants looking for a company where the consistency of proven leadership meets the energy of the next generation will love being part of this growing mortgage family. This is a place where ideas are welcome, and achievements are celebrated - a place where experience meets innovation.

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