

## **PRESS RELEASE**



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### **Canadian Mortgage Clients Not Troubled by Recession**

**CALGARY, Alberta, March 04, 2009** — The current economic recession has many people living in fear, but there are a few ways to handle the current conditions. You can bury your head in the sand and wait for things to recover or you can take advantage and make your own situation better while market rates and products are available.

CanEquity Mortgage, one of Canada's top-rated mortgage websites, is seeing many people take advantage of current conditions as the company has already surpassed its Q1 target for 2009 and has seen its best February on record.

"Our 2009 business has surpassed our initial projections and given us a good indicator that people are making the best of their financial and mortgage situations even during this recession," says Anthony De Almeida, CanEquity President & CEO.

With the changing market, CanEquity decided to forge ahead by implementing new marketing initiatives and providing more information to its clients. According to De Almeida, if people are aware that there are still choices and options available then we are doing our job and helping our clients make the right decisions when it comes to their mortgages.

Daryl Maksymec, CanEquity Chief Marketing Officer says, "Letting our clients know that we are still around and that we are fully prepared to help them with their mortgage needs seems to have paid off."

CanEquity believes rates are at an all time low and housing prices have re-adjusted. So, if you are looking to buy a home, now may be the time. If you think it makes sense to refinance, eliminate debt or simply lower your payments, you might be right. Don't wait until the rates start to climb, contact a mortgage broker to learn more.

Since CanEquity has seen astounding growth in this recession, the company is actively searching for more call centre staff and independent agents throughout Canada.