

## **PRESS RELEASE**



---

*Canadian Mortgage News - National Archive 2009*

### **CanEquity Mortgage Hits Record Internet Traffic for March**

**CALGARY, Alberta, April 03, 2009** — CanEquity Mortgage has seen a surge in traffic and online mortgage applications even during the current economic recession. In the last 30 days, [www.CanEquity.com](http://www.CanEquity.com) has received over 140,000 unique visitors and nearly 1000 electronic mortgage inquiries via the Internet not including faxes, phone calls or e-mails generated by the website.

"We didn't think we would top our previous month's record for mortgage applications, but we were definitely wrong as we surpassed our February numbers with several days to spare," says Anthony De Almeida, President and Chief Executive Officer of CanEquity Mortgage.

The combination of low rates and consumer knowledge has made CanEquity an online mortgage staple for Canadians. According to Daryl Maksymec, Vice President and Chief Marketing Officer of CanEquity Mortgage, "our website has always been informative and service oriented, and we have always offered the best rates and products but with the current all time low rates things are exploding on a grand scale."

Applications have hit an all time high and the quality of applications and applicants is excellent. CanEquity consumers and clients are a more sophisticated, well-informed group and they know what they need and want, explains De Almeida.