

# Everything You Need to Operate a Profitable Mortgage JV

At GMFS Mortgage, we don't just help you start a mortgage company – we help you build one that performs. Our model gives you flexibility to align lending with your community goals, pricing strategy, and sales cycle.

Whether you want to:

- Capture additional revenue per home sold
- Increase buyer qualification
- Offer below-market rate options
- Provide creative solutions for unique borrower scenarios
- Accelerate sales velocity



# GMFS

## PARTNERS

**SCHEDULE A BUILDER STRATEGY  
CALL WITH MIMI TODAY**



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# Sell More Homes - and Capture More Revenue

Turn your mortgage process into a growth strategy with a compliant, turnkey joint venture powered by GMFS Mortgage.



For a complete listing of NMLS license numbers please see  
[www.nmlsconsumeraccess.org](http://www.nmlsconsumeraccess.org)  
GMFS LLC is an Equal Housing Lender. All mortgages are originated by GMFS 7389  
Florida Blvd Suite 200A Baton Rouge, LA 70806. NMLS 64997.

# Introduce a New Revenue Stream

Instead of outsourcing your buyers' financing, transform it into a strategic revenue stream inside your organization.

You're already generating the traffic. Now you can participate in the financing.



## Turnkey Mortgage Platform

Launch quickly without building a mortgage company from scratch. We provide infrastructure, staffing, and operational expertise.

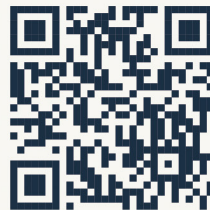


## Compliance Without Complexity

Our joint venture model is structured to meet regulatory requirements while reducing operational risk.

## A Seamless Buyer Experience

Faster approvals. Clear communication. Predictable closings.



## Operational Support That Scales With You

From payroll and HR to technology and marketing, we provide everything to get started and running efficiently.



PROVEN SUCCESS

## Our Builder-Lender Joint Ventures



## Turn Financing Into a *Profit-Driving Extension* of Your Sales Process

A JV Mortgage setup helps you sell more homes, control the deal, and create long-term value - without building or managing a lending operation.

### WHY IT MATTERS

#### New Revenue

Earn on the mortgage side of every closing

No need to build or manage a lending operation. Higher capture rates mean **more closings, less fallout**, and stronger approvals — all by keeping buyers in-network.

#### Faster Sales Cycles

Structure payments, rates & incentives on the spot

Move buyers to decisions quicker. Flex rate, margin, and incentives within the JV. Use **buydowns and credits strategically** to close faster and protect your margins.

#### Pricing Control

Forward commitments stabilize rates

**Protect margins** against market swings. Forward commitments help lock in favorable rates across your pipeline.

#### Long-Term Value

Stay connected after closing

Drive future **refi, repeat purchase, and referral** business. Turn each buyer into a **recurring revenue opportunity**.

#### Low Lift

GMFS handles the heavy lifting

Compliance, ops, underwriting, and pricing are all managed by GMFS. **You get the benefit without the infrastructure.**

#### BOTTOM LINE

This isn't just financing — it's a smarter way to **drive margin, increase conversions, and build long-term revenue off every home you sell.**

*Let's Make Home Happen.*

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