



**MOUNTAIN WEST FINANCIAL, INC.**  
Making Homeownership A Reality, Since 1990.

To Our Valued Partners,

I'm sure you would agree that ethics and knowledge are two traits professionals can never have enough of. We have all witnessed our industry come under attack and it is certain that change is inevitable. However, please know that Mountain West Financial is committed to you, our valued partners, and intend to be there for you in the future. The wholesale channel, when performed and executed as designed, affords the consumer with choice and value that is irrefutable. Our market is dynamic and one must either lead and embrace change, or potentially find oneself "on the outside looking in". To that extent, I have had the pleasure of sitting on the Board of a non-profit industry partner that has focused its attention on both industry and consumer education. Some of the organizations and government entities that have either utilized their services or actually endorsed this educational platform are:

- The County of Riverside
- The Inland Empire Economic Recovery Corporation (HELP works in concert with HUD at the Foreclosure Prevention Seminars and has been recognized as a vital part of the outreach efforts sponsored by HUD).
- The City of Corona
- The City of Cathedral City
- The City of Canyon Lake
- The City of Beaumont
- The City of Hemet
- The Western Regional Council of Governments -The City of Temecula -The City of Moreno Valley -The City of Indio -and many more.
- The Southwest Riverside Association Of Realtors -The Inland Valley Association of Realtors -Neighborhood Partnership Housing Services -Civic Stone Consulting -Fair Housing -District Attorney, Rod Pacheco -Riverside County Assessor/Recorder Larry Ward and the list goes on and continues to grow.

As USA HELP, Inc. continues its outreach efforts, they are encouraging the public to become much more discerning when choosing a professional Realtor and lender. They are strongly encouraging the public to use HELP Certified Professionals. I believe this is not only good for our industry, but will demonstrate to our critics that our Broker business is in fact capable of meeting the needs of the public while protecting their best interest at the same time.

I am encouraging you to become HELP Certified. The two day course is not only highly educational, it is motivational as well. By completing this course, you are going to have a well recognized non-profit out in the public promoting you and what you represent, professionals at their best. It is in the best interest of all of our Industry to become as knowledgeable as possible. If you have any questions please don't hesitate to contact either myself or someone else in the HELP organization. <http://www.freehomeownershiphelp.org/>

Sincerely,

Gary Martell Jr.  
President  
Mountain West Financial, Inc.  
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