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BUSINESS WORLD TO

**HEAR
THEIR
STORY.**



ACCUTRUST MORTGAGE

Tough Times Don't Last, Tough Companies Do



President Don Lambert standing with Accustrust's top producers. From left: David Pereira, Uri Dahan, Brent Winn, Kevin Oliveira, John Gibbons, Michelle Proia, Arlene Philla, Tony Spremulli, Vernon Miles, Alan Bingle, Joanne Lefevre, Jason Souza, Rick Lambert, Rich Barry, and Tom Lambert.

These are certainly challenging times for the mortgage industry, and the folks at Accustrust Mortgage have experienced their fair share. What separates them from the rest is their will to not merely survive in this market, but thrive. Founded in 2004 with a small group of eight committed loan officers, the company has grown throughout New England and now employs over 120 people. In 2009 and 2010 the company earned the Inc. 500/5000 award, presented to the fastest-growing privately held companies in America: a truly amazing accomplishment, given the state of the industry.

When asked about the success of Accustrust, owner Don Lambert credits the people he works with. He says that the business "has a core philosophy to invest in the people of the organization. It's never been about profits. In order to have a world-class organization, it always has to be about the people." He added, "If you provide the staff with the knowledge and the tools they need to be successful and add a great work environment with meaningful relationships, all that's needed is a little bit of luck. Our luck is that we have found each other. Together we have been able to navigate through the massive changes in our industry and careers while maintaining our independent spirit.

Address: 1107 Pleasant St. Fall River, MA 02723

Top Executive: Don Lambert, President

Number of Employees: 120

Phone Number: 866-466-3310 or 508-646-6650

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Website: www.accustrustmortgage.com

Product or Service: Home loan originator and provider.

We are stronger together." The company is comprised of people who have been mortgage professionals for many years. Experience matters in this company; the staff averages over 18 years in the industry. These are professional mortgage people who have proven themselves in difficult times.

Previously known as The Mortgage Group, Ltd., the company recently underwent a name change. As the company expanded, the Mortgage Group name was not available in each state, forcing the company to use several DBAs. When looking into expanding into the states of New York, New Jersey and Pennsylvania, management decided it was time to find a single name. The name change to Accustrust on Jan. 7 was only part of the

changes occurring within the company. On Jan. 14 and 15, the company held a two-day intensive educational conference at Foxwoods Resort, where each of the loan officers earned the designation of Certified Mortgage Planning Specialist offered by the CMPS Institute.

This trend toward expert mortgage advice is growing in popularity. Lambert says that a "mortgage professional who dedicates the time and effort to learn about these financial concepts is much more qualified, committed and equipped to serve the needs of today's home owner and buyer."

These times can challenge mortgage professionals and test them daily. It is rare to see a company that faces these challenges and accepts the tests with such

enthusiasm. At Accustrust, you won't find people sitting around the corporate headquarters complaining about the state of affairs in the market. The challenges they face seem to give them more resolve to succeed. The company has launched an aggressive recruiting campaign and has recently opened additional offices in Massachusetts, Rhode Island and New Hampshire.

"We are growing because we have taken the time over the past seven years to build an environment that allows mortgage professionals to thrive," says Donna Winn, director of divisional services at Accustrust. As the saying goes, tough times won't last, but tough people will. There is no doubt that this tough little company has a bright future. ■