

**For Immediate Release**

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## **Home Loan Demand On Rise Amid Federal rate Hikes** ***The Loan Corporation Advises Investors to Ride Out Rates***

Tampa, FL July 6 2006 The Loan Corporation reacted Thursday to news that home loan demand is on the rise amid Federal rate hikes. According to Reuters News Wire, U.S. mortgage applications rose for the first time in three weeks as interest rates on home loans fell from the four-year high during a week when the Federal reserve raised borrowing costs. The Mortgage Bankers Association announced today its seasonally adjusted index of mortgage application activity for the week ended June 30 increased 5.9 percent to 561.0 from the previous week's 529.6 (see full article attached)

*"The recent drop in long term rates (those which fixed mortgage rate are tied to) indicated the market perceives the Federal Reserve is at the end of a tightening (rate raising) cycle. If you are an investor, the best advice we can offer is to hold onto your investment through this cycle." Said Harry Hedaya, president of The Loan Corporation.*

The best way to do that is to make sure you have an ultra-efficient cash flow minimizing loan such as an Asset Builder Loan offered by the Loan Corporation specifically for investors faced with a tough choice whether to sell now for a small than anticipated profit or even a loss or have the flexibility to ride out the storm. By reducing your cash flow, you can rent out your property and wait for the market to stabilize. Once everyone else has panicked and unloaded their property, you can enter the marketplace and entertain offers in a much more seller friendly market rife with baby boomers looking for a place to live.

### More About The Loan Corporation

According to Broker Magazine's annual top fifty listing ranked by mortgage volume, The Loan Corporation is the number one producing mortgage brokerage company in the state of Florida. Fast approaching one billion dollars in closed loans, The Loan Corporation is the regional leader in the direct mortgage lending industry with five locations, nearly two hundred employees and clients in seven states. The Tampa-based company believes traditional financing like 30- year fixed loans are outdated. Your home should work for you instead of you working to pay off a mortgage. The Loan Corporation provides several innovative financing options to increase cash flow, eliminate debt and control more real estate. For more information about The Loan Corporation, visit [www.tlcf.com](http://www.tlcf.com) or call 800-953-7622.

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