

Is First Alliance Home Mortgage a Broker or a Bank?

First Alliance Home Mortgage is primarily licensed as a Direct Lender. For most loans First Alliance Home Mortgage Branches operate as a lender to submit their loans. For those loans that cannot be supported by the in-house products, the branches can submit to the First Alliance Home Mortgage approved lenders on a broker basis. All licensing is subject to state and federal guidelines.

Do I have to relinquish management control of my office?

No. One of the benefits of being a First Alliance Home Mortgage Branch is that managers maintain control of the branch operations. You run your own office and make your own management decisions. We simply provide the operational infra-structure and support to help you achieve your goals and make sure you do so in a compliant manner.

What is the process of applying to be a First Alliance Home Mortgage Branch or Loan Officer?

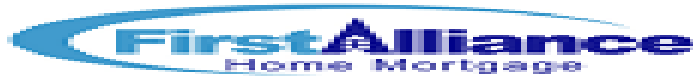
For those brokers that are not yet familiar with First Alliance Home Mortgage, they can complete the on-line “Request for Information” found on this website and click submit. Based on your information, we will contact you to discuss the opportunity and to answer any questions you may have about becoming an Affiliate Branch or Loan Officer with First Alliance Home Mortgage

Can I originate loans in other states?

Yes, providing the originator, retail and sponsoring wholesale branches are all properly licensed to support the business in the state and proper individual loan officer licensing and/or registration is completed to originate. Our licensing department will guide you through the process on a state by state basis.

Which States is First Alliance Home Mortgage currently licensed?

Currently First Alliance Home Mortgage is licensed in 3 states, New Jersey, New York and Pennsylvania. We plan on getting licensed in Connecticut, Maryland, Delaware, DC, Virginia, Georgia, and Florida, in the near future.



What are my options regarding lenders and can I use my current lender?

The expectation is that most loans (80-90%) will be submitted to First Alliance Home Mortgage and the Branch or Loan Officer will have access to products and guidelines online, as well as direct communication with our Management Team, and the Account Executive that will be assigned to you. The loans will be submitted as a lender and the branch will not have to disclose YSP, unless you have chosen a Niche Product only offered through the broker channel, such as NIV Products, Stated Income Products, or Sub 600 FICO Score FHA Loans.

Thus, the First Alliance Home Mortgage model provides a strong corporate product support and alternative product variety through our lender relationships to offer you the best of both worlds.

How often do I get paid?

First Alliance Home Mortgage payroll is processed on a bi-weekly schedule. All employees must be paid W2 wages through payroll. All loan closing commission checks or wires received at least 4 days prior to payroll will be included in that week's check.

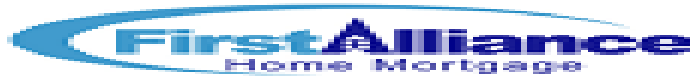


Do you offer direct deposit?

Yes, First Alliance Home Mortgage offers and recommends direct deposit for branch efficiency and convenience.

Will I be a W2 employee or 1099?

All First Alliance Home Mortgage personnel are W2 employees.



How are loan officers compensated? Who determines compensation, etc?

Loan Officer Compensation is determined by the Branch Managers that hires them or the corporate office if you are assigned here, and paid through semi monthly payroll based upon written compensation plans.

From a Loan Officers perspective, is a branch limited to a specific territory?

No, First Alliance Home Mortgage does not assign specific territories. The number of offices in each market is monitored to allow each branch to achieve its full potential.

Can I process loans in my branch?

Yes, you may process loans in your branch, hire your own processor or use properly licensed contract processors.

Does First Alliance Home Mortgage offer access to DU?

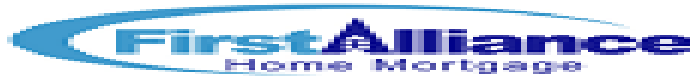
Yes, we will provide you direction on how to get set up.

Is First Alliance Home Mortgage HUD Approved?

Yes, the First Alliance Home Mortgage Retail Branch Program meets all regulatory requirements and conforms to the HUD mortgagee letter 00-15, regarding branch arrangements. We also provide licensing, advertising review and QC support.

Do you have a compliance department?

Yes, the First Alliance Home Mortgage Compliance Department makes sure we are in compliance with all federal, state and local rules and regulations. They also provide support for loan officer licensing, branch licensing, advertising review and QC support.



Do you have restrictions on the maximum points and fee charged?

Yes, fees are limited to ensure that we do not make high cost loans as defined by federal, state and/or local regulations.

Who sends out the Good Faith Estimates of closing costs?

The branch is responsible for preparing all entries into Calyx PDS and for sending out a disclosure request form to Corporate. Within 2 hours you will receive all of your compliance checked disclosures so you can forward them to your borrower. The corporate office reviews them to verify state and federal compliance.

Do you offer email addresses identifying the company?

Yes, each branch will be issued a First Alliance Home Mortgage email address with First Alliance Home Mortgage' signature block.

How do I advertise?

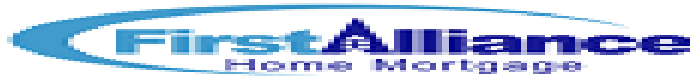
All advertising must receive a written approval by the Compliance Department to ensure that all content complies with Federal, State and Local Regulations.

How do I get started?

Just complete the on-line request. You will receive an email or phone call to answer any questions you may have about possibly converting to a First Alliance Home Mortgage Branch, placement with a First Alliance Home Mortgage Retail Branch or simply becoming a Loan officer with the company. Your information will be forwarded to the branch manager that best meets your needs and you will be contacted by the manager to discuss any possible opportunities.

Are benefits available?

We provide access to a company that represents First Alliance Home Mortgage, LLC for Medical Benefits, Long Term Disability, Life Insurance, 401k plans and more. Our current medical plan is Blue Cross/ Blue Shield.



What are the monthly fees?

The Monthly Fees associated with running your Branch are 499.00. This includes Technology, and Accounting. We use Calyx PDS, and the NYLX Pricing Engine.

- **William F. Maier III *Chief Operating Officer* NMLS# 66562**
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