



LENDING + HOME LOANS

with Maddy from Southern Trust

Q+A

What is your primary role in a home purchase?

As a lender, we set up home financing for the buyer. Almost $\frac{3}{4}$ of buyers in America need home financing. It's my job to listen and understand the needs of the homeowner and best place them with a mortgage product that works for their specific situation. The mortgage process is the meat and potatoes of the home buying journey. Securing a home loan is the most important factor when it comes to buying a home.

Why is your service/role necessary?

Most buyers need to line up financing of some sort. Speaking with a lender to understand your buying power is the first step to buying a home. It's definitely the most daunting part of the home buying process, but it doesn't have to be. My role is to provide a my clients with the education they deserve so they understand each and every step of the loan process, from prequalification to closing- all while making it a pleasant experience!

Is your service paid for upfront or is it covered in my closing costs?

My service is technically a part of your closing costs- nothing out of pocket is needed from the buyer until the day of closing!

Is your service a recurring fee every year once I purchase a home?

Not at all, I hope that the buyer becomes a client for life, but as far as any fee that is paid to the lender, it's a part of your closing costs to be paid at closing.

What should I know about your particular industry?

Prior to the mortgage crisis, our industry was a mess- and very unregulated. Since then, many rules and guidelines have been put into place so that we are ensuring clients can qualify and afford the home they are buying. There are hundreds of different programs and ways you can structure a loan. There is a lot of documentation involved - but it's my job to be the expert here and guide the buyers through the process with ease.

If I were to compare you to another service provider, what would you say your standout qualities are?

My number one quality is my ability to connect with people- I get great feedback that I'm upbeat, honest, and a true educator. It sounds cliché, but you can run into a lot of problems when you obtain a home loan. You want someone who is well rounded, experienced, and pleasant to work with.



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Q+A (continued)

If I choose to work with you would I be working directly with you or someone else in your company?

You would work directly with me, from start to finish! A lot of lenders/ bigger banks have different departments where the client can start to get lost. The great thing about working with Southern Trust is that I am your direct contact from day one and I try to make myself always available.

Learn More



Maddy Armstrong, Southern Trust Mortgage

Being a Richmond native, I'm extremely passionate about helping those in my community. I am proud to specialize in many home loan programs including first-time home buyers, FHA, VA, and conventional loans.

Maddy Armstrong

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