

The logo features a white house icon with a 'U' inside, followed by the word 'Mortgage' in white. Below this, the word 'VISION' is written in a large, spaced-out font with a color gradient from purple to teal. The entire logo is centered on a dark blue background with white wavy lines and a thin white border.

**UM Mortgage**  
VISION



VISION FOR THE **COMPANY PURPOSE:**

Creating life-changing opportunities  
through **homeownership.**



## VISION FOR THE **IMPACT OF THE COMPANY:**

UMortgage is the foundation that provides opportunities to **create strong communities** through financial literacy, support, and advocacy. We are dedicated to establishing relationships of genuine compassion, care, and trust with the people we serve during the mortgage process and beyond. As **homeownership advocates**, UMortgage provides the best experience to everyone we cross paths with - inside and outside of the organization.

## VISION FOR THE **IMPACT OF THE CULTURE:**

Similar to how homebuyers invest in a home, UMortgage invests in its people. We are a nationally interconnected, people-first organization that is dedicated to supporting one another, personally and professionally, and always striving to **get better every day**. We are surrounded by people that are motivated and willing to **own the moment**, challenging each other to grow in both our successes and failures. We always invest in **relationships, not transactions** through our streamlined, personable, and client-centric process.

## VISION FOR THE **PRODUCTS & SERVICES:**

UMortgage provides loan originators with national support to better serve their community. Through a combination of innovative technology, peer-to-peer coaching, and a community of support, we prove that **experience is everything**. UMortgage is setting the standard for the mortgage industry with tools and resources that incentivize daily behaviors to help each loan originator master their own day. Through this, we are optimizing the client experience, strengthening the local loan originator, and bettering the lives of all.

The logo features a white house icon on the left, with a stylized 'U' inside its outline. To the right of the icon, the word 'Mortgage' is written in a bold, sans-serif font. The entire logo is centered on a dark blue background with white wavy lines and a thin white rectangular border.

**UMortgage**