

Largest Milwaukee-area mortgage banking companies

(Ranked by total dollar volume of loans originated locally in 2010)

Rank	Name Address	Telephone Website	Prior rank	Dollar volume of loans, local 2010	No. of loans originated locally	Retail dollar volume No. of retail loans	Services, specialties	Top local official	Employees, local Year est. locally
1	Waterstone Mortgage Corp. 1133 Quail Court Pewaukee, 53072	262-691-9300 www.waterstonemortgage.com	[1]	\$1,140,573,988	5,834	\$1,140,573,988 5,834	One- to four-family residential, conventional, FHA, VA, WHEDA, jumbo, new construction, rural housing, portfolio, and home equity loans	Eric Egenhoefer president, chief executive officer	228 2000
2	GSF Mortgage 15430 W. Capitol Drive Brookfield, 53005	262-373-0790 www.gsfsales.com	[NR]	\$681,500,000	3,894	\$154,600,000 857	Provides residential mortgages for retail, wholesale and correspondent loan originators	Chad Jampedro chief operating officer	35 1993
3	Inlanta Mortgage Inc. 611 N. Barker Road Brookfield, 53045	262-797-7111 www.inlanta.com	[2]	\$527,251,242	2,987	\$519,456,997 2,953	Multi-state mortgage banking company; commitment to service, ethical practices, client relationships; offers a variety of loan programs including 203k, conventional, FHA, purchase, refinance, reverse and VA mortgages	John Knowlton president	175 1993
4	Accunet Mortgage LLC 13000 W. Silver Spring Drive Butler, 53007	262-781-1100 www.accunet.com	[3]	\$511,471,090	2,120	\$511,471,090 2,120	30-year, 20-year, 15-year, 10-year fixed; 10/1, 7/1, 5/1, and 3/1 ARMs, jumbo loans up to \$2 million; FHA, VA and WHEDA loans	Brian Wickert chief honesty officer, owner	20 1999
5	Assured Mortgage Inc. 12660 W. Capitol Drive Brookfield, 53005	262-780-6500 www.assuredmortgage.com	[8]	\$382,320,000	1,888	\$382,320,000 1,888	Originate, process and close conventional, FHA, VA, GRH, WHEDA, reverse, HELOC mortgages	Ardell Kreuser president	30 1989
6	Wisconsin Mortgage Corp. 17450 W. North Ave. Brookfield, 53008	262-786-5250 www.wimort.com	[4]	\$350,000,000	2,093	\$350,000,000 2,093	Offering one- to four-family residential mortgages featuring conventional fixed and ARM products as well as FHA, federal VA, state VA and WHEDA; loan officers are available seven days a week	Joseph Horning president	42 1983
7	A+ Mortgage Services Inc. W188 S7820 Racine Ave. Muskego, 53150	262-679-8500 www.trustaplus.com	[7]	\$216,532,264	WND	\$216,532,264 WND	Offers direct lending to customers looking at buying or refinancing a residential property of one to four units; specialize in conventional, FHA, VA and USDA mortgage loans	Alex Leykin chief executive officer	27 2001
8	Ameristar Mortgage Corp. 16535 W. Blue Mound Road Brookfield, 53005	262-782-7002 www.atarloan.com	[9]	\$174,841,301	875	\$174,841,301 875	Residential mortgage loans; conventional, jumbo, FHA, VA, new construction; fixed rates and adjustable rate mortgages; second mortgages and home equity and lot loans	Dan Breitzman president, chief executive officer	18 1988
9	Gateway Mortgage Corp. 1202 50th St. Kenosha, 53141	262-657-7733 www.gatewaymortgagecorp.com	[NR]	\$162,458,502	1,075	\$162,458,502 1,075	Family-owned and operated mortgage banker and servicer of loans in Wisconsin; from origination to payment processing; priority is customer service	W. Craig Deaton president	25 1983
10	Centurion Financial Group Inc. 10200 N. Port Washington Road Mequon, 53092	262-241-8078 www.mortgagebycenturion.com	[12]	\$85,373,675	267	\$85,373,675 267	One- to four-family residential mortgages for purchase or refinance; loan amounts from \$40,000 to \$2,000,000	Julius Davis president	5 1989
11	Approved Home Mortgage Inc. 12660 W. North Ave. Brookfield, 53005	262-789-7110 www.approvedhomemtg.com	[14]	\$50,500,000	271	NA NA	Purchase and refinance: conventional, FHA, federal/state VA, jumbo and USDA rural housing	Kevin Evanoff president	4 2000
12	Commonwealth Mortgage Group LLC 325 Oakton Ave. Pewaukee, 53072	262-691-6100 www.gocmg.net	[NR]	\$33,350,000	203	NA NA	Mortgage banking is core business, focus on providing outstanding customer service; expedite and streamline the loan process, educate, customize to meet financial goals; trained professionals, one-on-one personal attention; wide variety of loan programs with flexible underwriting guidelines	Matthew Titel president	12 2007
13	Summit Financial LLC 828 N. Broadway Milwaukee, 53202	414-298-0180 www.summitfinancialllc.net	[15]	\$20,279,230	91	\$20,279,230 91	One- to four-family residential first and second mortgage lending; conventional, VA/FHA, jumbo; purchase and refinance	Paul Ailstock president	1 2002

NOTES: This list comprises companies that operate as a separate entity or as a wholly owned subsidiary. The list includes companies whose business is primarily in residential loans. The list includes firms with offices in Milwaukee, Waukesha, Washington, Ozaukee, Walworth, Racine and Kenosha counties. Information came from surveys and telephone interviews with company representatives and is ranked by total dollar volume of loans originated in the seven-county area in 2010. Universal Mortgage Corp., No. 5 last year, closed in 2010. USA Funding Corp., No. 6 last year, is now part of American Home Key and chose not to participate. Complete Mortgage Inc. became a division of Mortgage Services LLC in 2010 and chose not to participate. American Foundations Mortgagebank, No. 11 last year, was acquired by Inlanta Mortgage Inc. in August 2010. Southeast Wisconsin Mortgage Corp., No. 16 last year, became part of Gateway Mortgage Corp. Jan. 4, 2011. The Mortgage Co. LLC, No. 13 last year, did not respond by press deadline. GRH — guaranteed rural housing. HELOC — home equity line of credit. WHEDA — Wisconsin Housing and Economic Development Authority. FHA — Federal Housing Administration.

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Demanding market

Of the mortgage companies that appeared on last year's list, only three had an increase in the dollar volume of loans originated locally in 2010:

Assured Mortgage

64.1%
2010 \$382,320,000
2009 \$232,987,081

Waterstone Mortgage Corp.

51.2%
2010 \$1,140,573,988
2009 \$754,020,325

Accunet Mortgage

8.7%
2010 \$511,471,090
2009 \$470,371,994

Survival mode

Waterstone Mortgage Corp., with 5,834 loans originated locally, is ranked in the top spot followed by GSF Mortgage, new to the list this year. Alex Leykin of A+ Mortgage Services Inc. noted of the difficult economic climate, "Opportunity continues to grow for those who choose to function in their customers' best interest." John Inzeo of Wisconsin Mortgage Corp., said "Companies doing business today have adapted their operations to meet the demands of the market and the many new regulations. We consider ourselves survivors and take seriously our mission to assist home purchasers in navigating the waters of home financing."

Looking ahead

Physician group practices March 11
Milwaukee hotels March 11

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