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**Waterstone Mortgage Teams Up with Cultural Outreach Solutions, Inc.**

*Mortgage Lender Offers its Loan Professionals Invaluable Training on Diverse Cultural and Generational Homebuyers*

PEWAUKEE, WI (May 2, 2016) – National mortgage lender Waterstone Mortgage Corporation has partnered with Cultural Outreach Solutions, LLC (COS) to offer its loan professionals access to an innovative new training program, known as Culture MAP. The program focuses on sales and marketing techniques for mortgage lending professionals who want to provide superior customer service to a variety of multicultural and generational groups. Waterstone Mortgage is one of only a few mortgage lenders nationwide to offer this program to its loan professionals.

“We are thrilled to offer our loan professionals the Culture MAP training program,” said Waterstone Mortgage President & CEO Eric Egenhoefer. “Because the dream of homeownership is widespread in our nation, Waterstone Mortgage serves a variety of generational and multicultural groups. The Culture MAP gives our loan professionals the tools and knowledge they need to cater to the needs and expectations of these diverse groups. In the end, the program will help us to better serve the homebuyers we work with on a daily basis.”

Created by COS Founder Kristin Messerli, the Culture MAP program provides mortgage loan professionals with weekly webcasts, suggested social media posts, video tips, a weekly newsletter, and question and answer sessions via text message. The goal of the program is to provide loan professionals with short snippets of valuable information, so they can gain insight from the program without taking significant time away from their work.

The information presented through the Culture MAP program is based on extensive research from leading think tanks, polling companies, and reputable researchers, as well as extensive interviews with professionals in the mortgage lending industry. In addition, information is gathered from American and international consumers, which identifies home purchasing preferences amongst various cultural and generational groups.

The partnership between Waterstone Mortgage and COS was designed to benefit the loan professionals and – ultimately – the homebuyers that they serve. When it came to choosing a company to partner with, COS Founder Kristin Messerli knew she had found a valuable connection with Waterstone Mortgage.

“Waterstone Mortgage had a good reputation for customer service, and those I spoke with at the company were passionate about being innovative and providing the best, cutting-edge service,” said Messerli, “This kind of company culture lends itself to a much more successful roll out of the Culture MAP, which is how we knew this would be a great fit for us. We’re very excited to be partnering with Waterstone Mortgage on this launch, and believe it will have a high impact for their production team.”

As homebuyers continue to diversify, Messerli believes that it is imperative for loan professionals to bridge the gap between mortgage lenders and their consumers. “In today’s crowded marketplace, mortgage companies compete on service and loyalty,” she said. “Therefore, it has become especially important that loan professionals understand the digital and cultural languages of their consumers, in order to provide them with a service experience that is competitive and that generates customer loyalty.”

#### **About Waterstone Mortgage Corporation:**

Waterstone Mortgage Corporation is an innovative, strong, and secure mortgage lending company that has maintained a reputation for exceptional service and competitive mortgage financing. Since its inception in 2000, Waterstone Mortgage has grown to more than 600 employees in 19 states.

In 2014, the *Milwaukee Business Journal* ranked Waterstone Mortgage as southeastern Wisconsin’s largest mortgage lender for the fifth year in a row with more than \$1.7 billion in annual origination volume. In 2015, the company surpassed \$2 billion in annual loan origination volume. Waterstone Mortgage has been named to the *Milwaukee Journal Sentinel’s* Top Workplaces, *National Mortgage Professional Magazine’s* Top 100 Mortgage Employers, *Mortgage Executive Magazine’s* Top 50 Mortgage Companies to Work For, *Inside Mortgage Finance’s* Top 100 Mortgage Lenders, and the *Milwaukee Business Journal’s* Fastest Growing Firms. Waterstone Mortgage is also a USDA Rural Development Platinum Million Dollar Lender.

Headquartered in Pewaukee, Wisconsin, Waterstone Mortgage is a wholly owned subsidiary of WaterStone Bank SSB (NASDAQ: WSBF) with assets of more than \$1.8 billion. To learn more about Waterstone Mortgage, visit [www.WaterstoneMortgage.com](http://www.WaterstoneMortgage.com).

#### **About Cultural Outreach Solutions:**

Cultural Outreach Solutions (COS) is a company founded on the ability to connect people of all cultures for the benefit of each. COS was formed in 2013 to help the housing finance industry provide better solutions to reach multicultural and millennial buyer segments. Through solutions including assessments, training, digital strategy, and strategic partnerships, COS arms lenders and realtors with critical tools to drive homeownership growth in all channels. COS has created the training model that connects businesses with the cultural understanding necessary to achieve growth in the new millennium. To learn more, visit [www.CulturalOutreach.net](http://www.CulturalOutreach.net).

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