



FOR IMMEDIATE RELEASE

**Waterstone Mortgage Engages NAHREP Consulting Services**

*Move will enable mortgage lender to better serve the Hispanic market,  
which accounts for 60% of homeownership growth in the U.S.*

**Pewaukee, Wis. (June 7, 2017)** – [Waterstone Mortgage](#), a nationwide mortgage lender, has engaged NAHREP Consulting Services (NCS) to help it to more effectively serve Hispanic homebuyers. NAHREP Consulting Services is the consulting arm of the National Association of Hispanic Real Estate Professionals (NAHREP).

With this new partnership, NCS will work closely with the Waterstone Mortgage leadership team to craft sound strategies that will resonate with Hispanic prospective homebuyers. Additionally, NCS and Waterstone Mortgage will develop integrated marketing solutions and cultural training for loan professionals.

Since 2010, Hispanics have accounted for 60% of total homeownership growth in the U.S. Recognizing the importance of this up-and-coming market segment, Waterstone Mortgage has enlisted the expertise of NCS President Maria Zywiciel and her team.

“We are thrilled to engage with NAHREP Consulting Services,” said Waterstone Mortgage President and CEO Eric Egenhoefer. “Homeownership is a universal goal for Americans. At Waterstone Mortgage, we serve a diverse group of clients across the nation, and this program will help us build a solid foundation for meeting the unique needs of Hispanic homebuyers.”

“It speaks volumes to the leadership and vision of Waterstone Mortgage to understand the importance of the U.S. Hispanic homebuyer. It is no longer a niche market, it is a major growth segment,” Zywiciel said.

**About Waterstone Mortgage Corporation:**

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. Founded in 2000, the company now originates loans in

43 states. In 2016, it surpassed \$2.5 billion in annual mortgage origination volume. To learn more about Waterstone Mortgage, visit [www.waterstonemortgage.com](http://www.waterstonemortgage.com).

**About NAHREP Consulting Services:**

NAHREP Consulting Services, the consulting arm of the National Association of Hispanic Real Estate Professionals, provides strategy and marketing consulting to companies seeking to more effectively reach the Latino consumer. With decades of mortgage and real estate experience, NCS is uniquely qualified to assist clients with strategies that improve business results through a meaningful connection with the Hispanic consumer. For more information please visit [www.nahrepconsulting.com](http://www.nahrepconsulting.com).

**Media Contact**

Ron Anderson  
Strategic Vantage Marketing & Public Relations  
(770) 715-0655  
[RonAnderson@StrategicVantage.com](mailto:RonAnderson@StrategicVantage.com)

**Corporate Contact**

Ericka Smith  
Waterstone Mortgage  
262.701.4926  
[ESmith@WaterstoneMortgage.com](mailto:ESmith@WaterstoneMortgage.com)

###