

EXAMPLE OF LOAN ADVERTISING

Title 7. Banking and Securities, Part IV. Savings and Loan Department, Chapter 80. Mortgage Broker Licensing, 7 TAC 80.11 Advertising

CORRECT ADVERTISEMENT:

5.00%* RATE

5.24%* APR

Historically GREAT RATES

Before rates rise again, think about your housing needs and give us a call for a free loan analysis of our purchase or refinance programs...with your specific needs in mind!

ZYX MORTGAGE

12345 Hwy. 88 North, Suite 1011
Anywhere, Texas 75209
(666) 626-6262
Texas Broker License #999999

**15 year simple fixed rate loan with 20% down
payment required on a \$100,000 value-effective 10/24/04-offer may
terminate at any time without notice-rate and annual percentage rate
(APR) calculated on a 365 day year with typical/normal closing costs-
Rates/APRs subject to change with changes in closing costs-properties
and applicants must qualify-other restrictions may apply.*

INCORRECT ADVERTISEMENT:

5.00%!!!!

15 YEAR LOAN

Come and get it while it lasts!
Call TODAY!!!

ZYX MORTGAGE
(666) 626-6262

NOTE: Read the new advertising rule(s) thoroughly (7 TAC 80.11 Advertising)! You should read the Truth in Lending Regulation Z as well as the Texas rule that requires additional disclosures. Remember, 1). **fully** describe the offered product, 2). where you state the interest rate you must also state the APR (same size and font) with an explanation of how it is calculated (can be in a footnote), 3). state the effective date and end date of the offer, 4). state the address/phone number the consumer can come to or call (must be the office[s] of record at the TSLD), 5). company and/or accountable broker name, 6). TSLD license number, and 7). all conditions/restrictions that may apply. If you do not state an interest rate/APR or specific loan terms you still must state 4-7 above to be in compliance. If any payment(s)/loan terms/product descriptions are disclosed, all of the above are required. This explanation is not all-inclusive of the requirements that may apply to any unique ads. **READ REGULATION Z AND THE TEXAS STATUTE/RULES.**