

## PRESS RELEASE



*Canadian Mortgage News - National Archive 2008*

### **CanEquity joins the Axiom Mortgage Partners**

**CALGARY, Alberta, March 05, 2008** — CanEquity Mortgage started with a vision to expand the Canadian mortgage market and to become a front-runner with major banking institutions. In six short years, CanEquity has become one of the fastest growing mortgage companies in Canada and their recent partnership with Axiom Mortgage Partners ([www.axiommortgage.ca/](http://www.axiommortgage.ca/)) will enable the Calgary based company to continue its rapid growth by building a greater customer experience.

“Axiom represents the future of the mortgage industry and CanEquity is excited to be a part of their extensive network which is comprised of independently owned and operated mortgage brokerage firms across Canada,” said Anthony De Almeida, President and CEO of CanEquity.

Axiom was developed primarily as a broker marketing organization to provide unity and support to the independents across the country. Axiom's focus is to help broker members grow and sustain their individual brokerages through the use of processes, state of the art technology and easy to use marketing systems.

“CanEquity has always adhered to the ‘build a customer for life’ philosophy so, joining Axiom’s membership that is made up of like-minded, innovative individuals who see the value of remaining independent and building long term one-on-one relationships with every client, will enable us to raise the bar and offer our clients so much more,” said Daryl Maksymec, CanEquity Vice President.

Currently, CanEquity is processing over 300 mortgage requests per week and with their new partnership with Axiom and an increased network, they predict that in the not so distant future, more than 75% of all mortgages placed in Canada will be through the services of a mortgage broker.

**For more information, call 1-888-818-4262.**

Daryl Maksymec  
Vice President, CMO  
The Canadian Equity Group Inc  
403-703-9678  
daryl@canequity.com

Anthony De Almeida  
President, CEO  
The Canadian Equity Group Inc  
403-374-1782 ext. 226  
anthony@canequity.com