

Meet "the only 'Brain' in the business!"

With more than 23 years in the mortgage industry, Mike Brain and his team at W.E. Advantage Mortgages offer clients a more personal approach to financing their dream home.

"You're not a number to us," says Brain.

As a mortgage broker, Mike works for his customers, not the big banks. By shopping around and working directly with lenders, Mike is able to get clients the best mortgage to suit their individual needs.

"We deal directly with the mortgage companies and get better rates for our clients," explains Brain. "We're able to offer lower rates because we don't have all the overhead a bank does."

Mike and his team work with nearly fifty different lenders, banks, and financial institutions, providing an unmatched selection of mortgage products.

"The variety of mortgage options is huge," says Brain. "We're like a concierge for mortgages. We can find the best deal on the market and find you the right mortgage to fit your family's lifestyle."

So, why choose a mortgage broker over a traditional bank?

Firstly, a mortgage broker service is completely free to customers; they are paid by the lenders, not you. They make quick work of getting you financed too, with all the appropriate paperwork processed in as little as 24-hours. They also keep up with current trends and know the industry inside and out.

"Obviously the selection and cost savings are the main reasons, but the professionalism and education is also big," explains Brain. "We have to update our education standards every two years and are more closely monitored by the government."

Mike and his team also pride themselves on their high level of personal care.

"We sit down with our clients and talk about where they want to be in five to ten years and what their expectations are. We're much more tailored to the clients' individual needs."

Since the onset of COVID-19 restrictions, Brain has strived to uphold his customer-centred approach to doing business. He often connects with clients via Zoom, Skype, e-mails, and phone calls.

"I really enjoy meeting my clients and connecting in person, so it's definitely been a different way of doing business, but we've adapted."

In addition to helping people finance a new house, Brain can also help homeowners leverage the value of their home to make upgrades like updating a kitchen, adding a second bathroom, or finishing a basement.

"A lot of people right now are focusing on home improvements," says Brain. "They're taking advantage of the value of their home and refinancing to do those renovations they've been waiting to do."

When he's not busy working for his clients, Brain spends a great deal of his time working in the community.

"I love giving back to the community because it has been so good to me. It's where I live and work."

Brain has been the president of W.E. Care for Kids for the last 4 years, raising funds to support local paediatric programs at Windsor Regional Hospital, Erie Shores Healthcare, the John McGivney Children's Centre, and more.

"We try to keep families close to home for treatment," says Brain.

Brain also organizes a house league basketball camp in Tecumseh. What started with 40 kids three years ago now has up to 140 participants. Although the camp had to take a hiatus this year due to the pandemic, Brian looks forward to getting back in the gym next year.

"The kids come out every Saturday and they get coaching and play games. It's really fun."

Of course, spending time with his family - wife Shannon and daughters Taylor, 22 and Tessa, 15 - remains his favourite pastime.

Despite his busy schedule, Brain always makes it his priority to give families financial peace of mind; whether they're refinancing or purchasing their very first home.

"My job isn't to make the bank money; my job is to save you money."

Contact Mike Brain today to explore your mortgage options!

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MIKE BRAIN



What He's Wearing:
Suit: Savile Row
Shirt: Blu by Polifroni
Shoes: Bugatti

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*"The Only Brain
in the Business"*

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