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Fidelity Bancorp Funding Unveils New Branding

New logo, website among updates to better connect mortgage firm with clients

ORANGE, Calif. — July 20 — Fidelity Bancorp Funding, a mortgage firm specializing in complex client scenarios and multi-family investor needs, is proud to unveil its updated brand, which includes a new website that provides more resources for clients.

Implemented after the firm reached the milestone of providing \$9 billion in financing nationwide, the new brand includes a new logo along with the website and overall updated branding. It was unveiled on July 12.

“We are proud to offer more comprehensive services through our new website and to offer new branding that allows us to more clearly communicate all that we offer,” said William Sonsma, president of Fidelity Bancorp Funding. “We are full-service providers for everyone from baby boomers to millennials and have the tools and experience to view each loan option for clients with insight that allows us to determine the best long-term option for them.”

The new website at www.fidelitybancorpfunding.com provides more content than ever before with a robust offering of information for potential clients, including resource articles for investors to make better decisions on loans and in the real estate market as a whole.

“Our new website and platform allows us to reach a diverse demographic in a variety of ways that they want to consume information,” said Marianne Hartshorn, operations manager of Fidelity Bancorp Funding. “The new platform allows us to provide more clarity and transparency to the mortgage industry and for investors to see how their options will impact them in the big picture. There is no one-size-fits-all approach, and we want each client to see and understand their options.”

The team at Fidelity Bancorp Funding is eager to share its expanded offerings with current and potential clients across the real estate community, including Realtors, residential homebuyers and investors.

About Fidelity Bancorp Funding

Fidelity Bancorp Funding is an Orange, California-based firm providing mortgage options to meet the long-term needs of clients of all ages and scenarios, including Realtors, home buyers and investors. Founded in 2000, the firm is dedicated to superior standards and best practices, and recently surpassed \$9 billion in funding provided nationwide. Fidelity Bancorp Funding specializes in assisting home buyers or those in complex situations or who need alternative options such as bridge financing to help ensure that they get the deal they want. For more information, visit www.fidelitybancorpfunding.com.