

# The Money Lady New\$



Are you looking for money in all the wrong places? Call Angela today and let her lead you directly to the money you need for your financing!

*"I'm the Money Lady. I'll find your money!"*

Winter 2008

## Angela Wong-Liao

Mortgage Consultant, AMP

**A Special New Year's message from Angela Wong-Liao, the Money Lady.**

2008 is the Chinese "Year of the Rat", an ancient symbol of a Protector and Bearer of material prosperity. Number 8 means prosperity and money in the Chinese culture, therefore, **Angela Wong-Liao, The Money Lady** will be your best friend in 2008.



The Money Lady's service focus is to find the best suitable mortgage financing for each client's different needs and expectations.

The Money Lady has access to over 40 lenders, including banks, so she can find you the best products and the best interest rates in the market.

The Money Lady's 28 years banking experience enables her to assess her client's needs and structure the mortgage deal to achieve her client's needs and expectations.



## The Look at the Year Ahead

As we start this exciting year, let's look at what 2008 may bring to your household prosperity. We'll take a peek at interest rates, house prices, and renovations. Canadian Mortgage and Housing Corporation (CMHC) has some interesting insights.

### INTEREST RATES

CMHC is forecasting stable short-term interest rates for 2008.

Mortgage rates will remain near the 50-year low, but will edge *slightly* higher. Therefore, carrying costs will go up.

A person earning the average hourly wage of \$20 (source: StatsCan, Dec. 2007), will have to work 229 hours a month in order to bring the mortgage payment on an averaged-price house down to 30% of his/her gross income.

Rising rates will cause a bit of downward pressure on demand and, as a result, house prices.

### HOUSE PRICES

Although predictions are for some downward pressure, it is still a Seller's market.

Home sales will remain high by historical standard but growth will slow somewhat from the 2007 record year.

The past two years have seen double-digit escalation in prices: 11% in 2006 and 10% in 2007. CMHC estimates prices will expand at a moderate rate of 4.2% for 2008.

As demand slows a little, the housing market will become more balanced providing an increase in choice for buyers.

### RENOVATIONS

Renovations are outpacing new construction spending. Home owners are adding value and equity to their property.

The average expenditure is up from \$12,000 to \$14,000. Reno financing programs are available to help you add value. For Realtors, helping your customers access these programs, is a value-add to the relationship and a competitive advantage.

### ACCOLADES FOR ANGELA

Angela was the feature of a generous four-page article in the Fall issue of *CMP Canadian Mortgage Professional magazine*. It is a great tribute to have the profession acknowledge her achievement and high standard of conduct. To read Angela's success story, log on to [www.moneylady.ca](http://www.moneylady.ca).

**For more information about mortgages and renovation financing programs, contact Angela, The Money Lady, at 416-529-2888. She'll find your money!**

*Nada Wagner is a marketing consultant with Next Wave Marketing Inc. Nada specializes in strategic market planning and product/service distribution.*

*Next Wave Marketing Inc. "Our clients are successful! We'll help navigate your next wave of success with a winning strategic plan, signature promotion, or customer satisfaction initiative."*

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## The Power Networking Group

The Mission Statement of this group is to assist business professionals to promote their businesses at a minimum cost with maximum results.

The Power Networking Group is Angela's passion, Angela volunteers close to 20 hours of her time to organize monthly networking luncheon meetings.

The Power Networking Group luncheon meetings is held on the last Thursday of each month between 11:00 am to 1:15 pm at Tucker's Marketplace Restaurant, 5975 Mavis Road, Mississauga, Ontario, (Mavis & Britannia). The cost is only \$20 cash per person, which includes a buffet lunch, an opportunity to present your 1 minute infomercial about your businesses, and free information and display tables.

We have networkers coming from all over the GTA & most of its surrounding cities as far as Niagara-On-The-Lake. We have businesses ranging from small independent businesses to medium and large businesses, ie: Co-operators, Scotiabank, Nesbitt Burns, etc.



**If you are interested in attending our monthly meeting, please contact Angela, The Money Lady, at 416-529-2888 or contact her at [angela@moneylady.ca](mailto:angela@moneylady.ca)**

### profile



Angela Wong-Liao has been in the mortgage business for close to 35 years - the past six as an Invis mortgage consultant - and has built a brand for herself that her customers and fellow networkers won't soon forget

**"I'm the Money Lady - I Find Your Money!"** is a strong message Angela Wong-Liao sends as her mission statement in every marketing effort she puts forth. With her charismatic laugh and genuine need to constantly network, it's no surprise that Mississauga, Ontario-based Wong-Liao has been able to build a healthy mortgage brokering business.

#### Banking start

Her long-standing career with Scotia-Bank was another reason behind Wong-Liao's need to build her strong Money Lady brand.

In her quest to change her networking direction from that of a banker into a mortgage consultant, she needed a hefty mission statement.



*"I'm the Money Lady. I'll find your money!"*

#### A love for networking

Angela is the founder and chairwoman of the Power Networking Group she started in February 2002. The main motivation behind setting up her networking group was to help other business professionals - particularly those new to the business world - to get on their feet.

**"A lot of people believe that, if they go into a networking event, they will get the business immediately...You really have to be present in peoples' faces at least 10 times before they remember you."**

#### A love of marketing

Angela takes a simple marketing approach, consisting of networking at her Power Networking Group and the Rotary club, radio commercials on Wave 94.7 FM Smooth Jazz, a quarterly newsletter and weekly trend and market commentary reports.

#### No pressure and personal touch approach

Angela takes the time to meet every client even though a lot of face-to-face interaction has fallen by the wayside thanks to the electronic age. "The technology is going far enough that people want that personal touch back," she says. To further her personal touch approach, she handwrites all thank-you and Christmas cards, as well as all envelopes containing her newsletter.

**To read the full Canadian Mortgage Professional magazine article about Angela's success story, log on to [www.moneylady.ca](http://www.moneylady.ca).**

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