

For Immediate Release

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Smartway Advisors: a smart way to Finance vehicles in the Northwest

Smartway Advisors along with Unitus Community Credit Union offers new services

Portland, OR – For the past three years, Smartway Advisors in partnership with Unitus Community Credit Union has offered innovative solutions for credit challenged people needing to purchase a car plus offered an inventive way of locating cars. **Smartway Advisors** is celebrating their third year in business as a Portland company that has created an auto buying and financing renaissance. Smartway launched two programs – **Trust Funding®** and **Credit Builder™** – aimed at getting responsible people into reliable automobiles at a low interest rate, and backed by a sought after lender in Unitus Community Credit Union. Additionally, they've pioneered the **AutoSmart Refi loan program** – where Smartway refinances a customer's auto loan at a significantly lower interest, allowing the customer to keep the car they love, lower their monthly payments and improve the equity in their car.

These new programs were developed after Smartway Advisors founders noticed that in the typical pool of high risk loan applicants, there were many who had previously been on-time bill payers, uniformly responsible, but who had experienced credit challenges. These applicants had histories of diligent payments, yet, due to recent economics, had some financial difficulties and some may even be in a downward spiral, desperate to get out. "It's a sign of the times, bankruptcies, credit dings, late payments and partial payments. For those who are starting to get back on their feet, their credit report may have taken a serious turn for the worse. Now add in the need for a car *and* a loan, and things just got *real* complicated," said Smartway President Sheldon Harris.

Smartway Advisors saw these potential customers, not as high risks, but as people needing a fresh start. So they created **Trust Funding®**, an auto buying program aimed at responsible people, who will continue to be responsible. The program reviews the person's past, while not ignoring the recent mistakes, looks beyond and trust in the future financial well-being of the customer. The program is backed by Unitus Community Credit Union with rates offered at 12.99% *APR** [**APR = Annual Percentage Rate offered by Unitus Community Credit Union as of 1/1/11 and is subject to change without notice. Certain restrictions apply for program eligibility. Unitus Community Credit Union membership is required and is open to anyone who lives or works in (Oregon State) Washington, Clackamas, Yamhill, Polk, Multnomah, Marion counties and Clark (Washington state) county.*]

Smartway also developed **Credit Builder™**, aimed at those who are just starting out in life, or just getting back into the job market. For those potential consumers who have little or no credit history, not even a credit card its very difficult getting a car loan – or at least one with a reasonable interest rate. These customers deserve an entry point, a credit start that builds a strong future. The Credit Builder program is perfect for those who have recently graduated college, are in their first job, and need an automobile. The program is also ideal for those new to the country trying to establish credit here and needing a car.

In all three programs, Smartway Advisors, not only set up the loans, but counsel the customers on budget, payment and building good credit for a strong future. When Harris brought this business model to Unitus Community Credit Union, they were impressed with the programs and forged a partnership with Smartway Advisors. And now, two year after the launch of the programs, and helping hundreds of people get a fresh start, Smartway Advisors is poised for growth – potentially taking the program to other cities around the U.S.

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