



# New American Funding Launches Branding Campaign in Phoenix and Dallas

*New American Funding, a national mortgage banker, announces the launch of an enhanced branding strategy in the cities of Phoenix, Arizona and Dallas, Texas.*

TUSTIN, CA, USA, October 20, 2015 /EINPresswire.com/ -- [New American Funding](#), a national mortgage banker, announces the launch of an enhanced branding strategy in the cities of [Phoenix, Arizona](#) and Dallas, Texas.

In a continuation of the company's nationwide branding efforts, New American Funding recently launched a large scale, but targeted [media campaign](#) encompassing radio, television and digital marketing. Although New American Funding already has branches in Phoenix metro and in Dallas metro, this campaign is designed to create even more New American Funding brand awareness to consumers, the real estate community and the lending industry within these markets.

With its commitment to branding awareness in these communities, this effort will also include outdoor strategies like billboards, in-home direct mail and print media.

At New American Funding their mission is to provide homeowners and future homeowners a variety of home financing options at competitive rates; fulfilling their needs in a manner that enhances their standard of living in realizing the American Dream.

## About New American Funding

New American Funding is a Fannie Mae, Freddie Mac and Ginnie Mae Direct Seller/Servicer, FHA Direct Endorsement and VA Automatic mortgage lender. The company is licensed in multiple states across the nation, has over 90 branch locations and offers a variety of purchase home loan and refinance loan options, including, Conventional, FHA, Cash Out, Fixed Rate and Adjustable Rate Mortgages, VA, HARP 2.0, Jumbo, and Reverse Mortgages.

Press release courtesy of Online PR Media: <http://bit.ly/1PwSCHH>

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