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Edmonton Mortgage Planner Hosts Successful Mortgage Strategy Seminar

First Foundation Inc., a residential-focused Edmonton Mortgage Company, recently held a very successful seminar about "Conservative Leverage Strategies".

/24-7PressRelease/ - EDMONTON, AB, CANADA, February 17, 2008 - Presenters included Gordon McCallum, the President and CEO of First Foundation Residential Mortgages, and Scott LaFleur and Kyle Jacober of First Foundation Financial Services / Professional Investment Services (Canada).

"We were extremely pleased with the turnout which is a real testament to the fact that people in Edmonton, Alberta are more interested than ever in their financial well-being," said Gord McCallum. "They don't want to be stuck paying more tax than they have to, falling short of their retirement goals, or paying non-deductible interest forever. Our Edmonton mortgage planners and financial advisors consistently do a great job of helping people overcome those hurdles."

"The feedback we've heard from our customers is very encouraging and tells us that we're making a difference. It's a great feeling," said Scott LaFleur.

Future mortgage planning seminars are in the preparation stages and may include specific financing and investment strategies for small business owners, how to automate the Smith Manoeuvre, and others.

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About First Foundation

First Foundation Residential Mortgages was founded in 2002 in Edmonton, Alberta as a response to growing consumer demand for more competitive home mortgage options. The mortgage company originates mortgages for many of the largest financial institutions in Canada, including several chartered banks, trust companies, mortgage-backed securities lenders, and credit unions. First Foundation specializes in reducing the overall cost of mortgages for its clients with highly competitive mortgage rates and mortgage planning strategies, such as the popular Canadian Smith Manoeuvre.

www.firstfoundation.ca

First Foundation Residential Mortgages is a licensed mortgage broker in the province of Alberta. Our head office is in Edmonton. First Foundation has been serving the needs of property owners and buyers since June 2002.