

A CHAMPION OF HOME OWNERSHIP

RICK BUI

Written by Haley Freeman

During his 20-plus years in the mortgage industry, Rick Bui has filled virtually every post, including loan processing, underwriting, funding, securitization, sales and management. He brings his comprehensive expertise to his role as mortgage advisor at Finance of America Mortgage in Newport Beach, where he is passionate about helping people build greater financial security through home ownership.

Rick joined Finance of America Mortgage in 2018 for its human-centric values and array of resources that help make home loans accessible to more people. "Our culture is different because it's geared toward customer and business partner relationships in the sense that we can and should do more for them," he explains. "Finance of America Mortgage is not too big, and not too small, with a lot of resources to give customers the best service and attention from staff. The same goes for our business partners. We stay in contact constantly so everyone is aware of the process, and we are here for them when they have questions or concerns."

Finance of America Mortgage's service model conforms well to Rick's instructive approach to lending. "I try to educate borrowers about all aspects of buying, owning or taking care of a home. A lot of people don't realize what home ownership entails. I want to give them a sense of ease when it comes to owning a home, and show them the ways in which their future brightens up because of the financial freedom it affords them later on in life. Sometimes they don't realize until their



kids are in high school and getting ready for college that now they have the equity to pay for it. Or if in 10 years they decide to open a business, they can use the equity to get started. A home is also a great retirement savings vehicle. I want to help them think longterm because for so many of us, we weren't taught these things by our parents or in school."



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Rick takes the time to meet with borrowers and business partners personally. "A lot of times it's easier to explain things and show someone in person when you're working with a lot of numbers. I think clients deserve it, and business partners do, as well. I work with people from San Diego to Northern California to as far East as Blythe, and most of my business comes from word-of-mouth and referrals."

Known for its make-sense lending policies and diverse program offerings, Finance of America Mortgage offers strategic financing for all kinds of borrowers. "We have a number of programs that other companies don't offer, like a fix-and-flip loan that is a line of credit up to \$25 million for investors to buy and fix up houses. There is a limit of \$2.5 million on each transaction with a minimum FICO of 660. We can finance up to 90 percent of the acquisition and 90 percent of the rehab cost."

In addition to having programs that make it possible for real estate partners to close more transactions, Finance of America Mortgage provides agents with comprehensive marketing support designed to help them acquire more business and close transactions seamlessly. "We have the ability to personalize our joint marketing efforts. Our marketing staff are trained experts who understand how to market with impact and how to attract buyers. We do everything we can to help them sell their listings quicker and more efficiently."

Rick is an avid supporter of veterans, and he works tirelessly with various organizations to help provide services and build veteran memorials. "I also have a lot of knowledge I can share with veterans who may not know about their VA loan benefits. I enjoy giving back to the community, and it helps keep me grounded and appreciate what I have. I do a lot of community

outreach including being President of the Chino Rotary Club for 2019, Youth Accountability Board for the SB County Probation Department and Ambassador for the American Legion #155 in Colton."

A longtime resident of Orange County, Rick enjoys exploring the outdoors and the area's exceptional lifestyle with his wife, Erica and their two children, Rico and Felicia. "Our son plays baseball, and our daughter is in cheerleading. I think it's every parent's dream to watch their kids enjoy life, and that's what they do. I'm blessed to see that in both my kids."

According to Rick, the part of his job he enjoys most is helping underserved populations achieve the American Dream. "I love working with individuals such as veterans, people with blemished credit or low income. I try to find a solution for every customer I come across, even if their circumstances don't pass the first test. It is so rewarding to see them light up when they close on their new home. It makes all the hard work worthwhile."

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