

## RICHARD J. DIAZ

Written by H. K. Wilson



Meet Richard J. Diaz, loan consultant at Kinecta Federal Credit Union. Born and raised in the San Gabriel Valley, Richard began his industry career when he was recruited by a major bank during a college career day. He quickly moved up from the role of operations officer to management, and at only 24 years old, he oversaw a large team. Eventually, Richard saw an opportunity to move into mortgage lending, and due to his personal drive and ability to connect with people, he soon became a top-producing loan officer. Over the years, Richard has excelled in leadership at some of the nation's largest banking and mortgage lending institutions, even helping to develop builder divisions for them.

Kinecta, which holds more than \$4.5 billion in assets and serves more than 255,000 member-owners across the nation, is constantly expanding to innovate new programs and services designed to meet the changing needs of its members. Richard was recruited to Kinecta for his diverse industry expertise and is responsible for serving the mortgage needs of Kinecta members, the real estate community and major home builders.

Richard says he welcomed the opportunity to work with an organization that lives up to its motto of "banking done different." He says, "Kinecta has a strong sense of responsibility to its members

because the members own the credit union. Kinecta is always looking out for the best interests of individual members, and its employees give members that personal touch. "We don't try to hard sell anyone a particular product. We offer our members services they truly need versus trying to make a quota," says Richard.

# kinecta SM

## banking done different

As a portfolio lender, Kinecta has greater flexibility in making loan decisions than many of its competitors. "We all work with the goal of finding ways of making a loan work rather than turning the client down."

Richard is enthusiastic about Kinecta's one-time close, construction-to-permanent loan program. "We make just one loan with one appraisal based upon the value of the completed project. Once the house is built, the loan converts to a permanent loan. It's a great tool for Realtors® and Builders to know about, since it opens up a lot of options for potential buyers who may be having trouble finding the exact house they want in the neighborhood they want to live in. They can purchase a lot and build ground up or buy an existing home and turn it into the home of their dreams."

With so many years of experience working with builders from small, local companies to large, publicly held corporations, Richard is adept at anticipating and managing the nuances of a new home transaction with each of the parties involved. "When working with builders, it's especially important to make sure the purchaser is qualified and can afford the house so that once the contract is written, the builder has assurance that it will close. They don't want to tie up the home for months, only to find out at the end that the buyer doesn't qualify. When they can trust their lender, it gives the builder a sense of control over their sales. On the borrower side, you have to be able to keep them engaged throughout the process — which can be lengthy — and continually update them on the progress of the home. I'm also used to

helping the sales staff on site with prequalifying potential buyers so they can make a sale. Sometimes it means counseling and helping someone get prepared to buy because they need help with credit or they need to save more money."

Richard has found his ideal professional home at Kinecta. Like Kinecta, he believes in always putting the best interests of clients first. "When people deal with me, I can promise them a fair and honest transaction. I want them to be informed throughout the process and have a true understanding of what they're purchasing and how a loan works. I will always give someone my best advice and consider all of their circumstances. That's how trust is built. For me, there is satisfaction in sharing the American Dream of buying a home with people, and Kinecta makes it a great experience."

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