

[www.capitalfinancial.net](http://www.capitalfinancial.net)

Dear Colleagues,

Capital Financial Bancorp, Inc is pleased to invite you to our new website! The new website has been redesigned to better meet the needs of our customers, our business partners and our employees.

“This upgrade was designed to make doing business with Capital Financial easy and efficient” said Tory Tarsitano, CRMS. “There is all the information you need to know about us, the company and our products and services.”

The site has a new, more useable navigation system and an improved look and feel. “Importantly, we have included easier navigation to allow our customers to quickly get to the information and products. We have also included a few of our newest service offerings for our business partners,” Tory said.

The improvement to the website comes in addition to a range of other initiatives taken to inform, be more open and to engage our customers. Those include, a quick pre-qualify page, an easy-to-use mortgage calculator, an affiliate section where our business partners can promote their business, and a press section.

We have also recently launch and HR Employee Homeownership Benefit Program for businesses throughout Chicagoland. Companies are looking to expand their benefits package and our FREE mortgage benefit program helps them not only retain employees, but recruit new talent.

Our Realtors® enjoy the education and value we bring through our Capital University class offerings. Our training can be done in our office or our Realtor’s office. Our classes range from updates on current market conditions to marketing tools that can be applied immediately. We have over ten topics we present – with more to come.

“All these measures help us to be more accountable to our customers, employees and business partners. There will be further improvements in the future.” Tory said. As you will see on the new site, our mission is to strive for excellence through a proactive and integrated approach in providing value-added and consultative mortgage advice to individuals and the business community.

Your comments and suggestions for strengthening our communications are encouraged and welcome! To view our new web site, visit [www.capitalfinancial.net](http://www.capitalfinancial.net). For more information on any of our products or services, please contact me at 866.FUND.789.

Regards,

*Tory Tarsitano, CRMS* | President

*Smart. Creative. Mortgages.*

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