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## **Bay Equity Wholesale Lending Unveils New Web Site and Logo**

San Francisco based residential mortgage lender Bay Equity is pleased to announce it has unveiled an updated web site (<http://www.bayeq.com>) and revised its logo.

“We recognized the need for a more efficient and streamlined web site,” said Bay Equity President Brett McGovern, “and so we designed one from the ground up with an emphasis on making it easy for our broker clients to access the information and systems they need.”

Managing Director Casey McGovern added, “A pivotal part of the new web site is broker access to EDGE, Bay Equity’s Decision Generating Engine. It allows a broker to enter limited information to obtain loan pricing and pre-qualification, and then to upload all necessary documents to move a loan from application through approval.”

Bay Equity clients are also seeing a new logo. “Just as Bay Equity has grown, our logo has undergone some changes,” noted Managing Director Jon McGovern. He explained, “We’ve added a little more structure to the house that has become the recognizable symbol of Bay Equity, and we changed our colors to orange and blue. The orange is the International Orange of the Golden Gate Bridge and the blue represents the waters of San Francisco Bay, both prominent features of the home of our company.”

Bay Equity Wholesale Lending is headquartered in San Francisco and has branch offices in Irvine, California and Phoenix, Arizona. Bay Equity is now lending in 10 western states.

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