

As Seen In
O, The Oprah Magazine, Entrepreneur & Fortune

LEADING WOMEN IN BUSINESS | FAIRFIELD/WESTCHESTER

Your Home, Our Heart

A.S.A.P. Mortgage Corp. provides a signature boutique mortgage experience.



Irene Amato, CEO
NMLS#4217

Irene Amato has always been something of a serial entrepreneur, gaining business experience and developing a keen sense of the importance of high-quality client care through the hands-on management of several small businesses she owned during the 1980s and '90s. It's as a result of her forays into real estate—Amato worked both as a loan originator and a real estate investor—that she discovered the opportunities the mortgage business held for both her and the clients she would help.

“I've always been the type of person who wants to solve problems, who wants to change the world,” Amato says. “In the real estate business, I found a need for a lender liaison to navigate the consumer through real estate and mortgage transactions. I wanted to educate consumers, providing everyone a chance to achieve the American dream of home ownership.”

In 2001, A.S.A.P. Mortgage Corp. was born.

Inclusive and Transparent

What began as a one-woman show run out of the basement of her family home has blossomed into five offices with two more opening in the months to come. Amato is licensed in six states, employs a staff of 25, and hopes to expand her business nationwide in the years to come. Since A.S.A.P. has been in business, the company has closed more than \$250 billion and recently began offering commercial loans in addition to operating a full-service residential mortgage division.

Transparency and a dedication to assisting anyone who wants to achieve the goal of homeownership are the not-so-secret secrets to her success, she says.

“There are so many of us who don't fit in the box with one lender,” Amato explains. “In my world, there is no box.

We've worked with all different types of borrowers, from full-time W2 employees to those with commission-based incomes, from first-time homebuyers with less than perfect credit to veterans and many more. We have been successful because we make an effort to learn about and understand each person's situation. We negotiate, simplify the transaction, and expedite the process on behalf of all of our borrowers. That's something a computer program can't do and a big bank or major lender won't do.”

Hands-On Independent Brokerage

A.S.A.P. is a licensed mortgage broker in six states. Unlike banks that only offer their own products, Amato and her team work with more than 40 national lenders. They are experts in finding the program that meets the needs of each consumer.

But Amato is also a firm believer in the power of the human touch and customer service that goes above and beyond expectations. A.S.A.P. delivers an old-school, boutique experience, pairing elite licensed mortgage professionals with modern technology to help borrowers achieve the American dream of home ownership.

“We're dedicated to ensuring the best interests of our clients are met, and as a result, our close ratio is 99 percent. Clients do not pay any additional fees to A.S.A.P. for its services. We are committed to serving the best interests of our clients,” she says. “Purchasing a home is the largest, most expensive transaction most of us will ever take part in. The best advice I have for homebuyers is to shop for an experienced, respected, local mortgage professional—as opposed to shopping for rates. When you've found that professional, they will supply the most competitive rates, unsurpassed customer service, and a product that fits your individual needs.”



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