



BlueShore Financial and Capital West Mortgage Inc. announce changes to Alternative Mortgage Centre

VANCOUVER, BC – February 22, 2016. BlueShore Financial and Capital West Mortgage Inc. announce today the renaming and rebranding of the jointly owned BlueShore Pacifica Alternative Mortgage Centre Inc. The centre was created in response to the growing demand for alternative residential mortgage financing in the Metro Vancouver real estate market.

The Alternative Mortgage Centre approved more than \$130 million in mortgage financing in 2015 through its two experienced, established lenders – BlueShore Financial and Pacifica Mortgage Investment Corporation. The rebranding strengthens this linkage to bring more transparency and clarity to both mortgage brokers and consumers, so they immediately recognize where their mortgages will be held and managed.

With ongoing regulatory changes and tightening credit guidelines, and as the need for larger mortgages increases, many individuals – particularly self-employed entrepreneurs, new Canadians, and others with challenges demonstrating income – find it difficult to secure conventional bank financing. BlueShore Pacifica Alternative Mortgage Centre offers solutions specifically to meet this need, providing fast turnaround on approvals, exceptional service, and a team of experienced mortgage experts that understand the local market conditions and business needs of the mortgage broker community.

“Our goal is to provide mortgage brokers with better access to alternative mortgage products,” said Shannon Hillman, President of BlueShore Pacifica Alternative Mortgage Centre. “Brokers value flexibility and fast approvals. We satisfy that need by bringing together the lending capabilities of both BlueShore Financial’s ‘non-traditional’ mortgage business and the Pacifica Mortgage Investment Corporation, through one simple, straightforward application.”

About BlueShore Financial

BlueShore Financial is a boutique financial institution providing a full range of personal and business banking, wealth management, insurance and commercial lending solutions. With 12 branches across the Lower Mainland and Sea-to-Sky Corridor, BlueShore Financial helps clients achieve financial wellness® through personalized solutions and expert advice, delivered in a unique Financial Spa™ branch environment. BlueShore Financial manages over \$4 billion in Assets Under Administration and is consistently ranked among the top 20 financial planning firms in Metro Vancouver.

BlueShore Financial is one of Canada’s 50 Best Small and Medium Employers. An Imagine Canada Caring Company, the company donates at least 1% of pre-tax profits annually to charities and not-for-profit organizations within the communities it serves.

BlueShore Financial is the operating name of BlueShore Financial Credit Union.

About Capital West

Established in 2001, the Vancouver-based firm of Capital West Mortgage Inc. brings a progressive and innovative approach to real estate financing in western Canada. With a reputation for professionalism and

leadership, Capital West is committed to providing concrete solutions to even the most complex financial transactions. Specializing in mortgages, construction loans, bridge financing, seniors' housing financing, and private mortgages, Capital West offers financial services to meet every need.

The principals of Capital West Mortgage have managed the day-to-day operations of Pacifica Mortgage Investment Corporation since inception in 1994. The management team's knowledge and experience in the alternative market have grown the mortgage portfolio to over \$80M in mortgages while maintaining a high level of service to brokers, mitigating risk and consistently delivering stable yields to investors.

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