



## **Brad Roche, NC Mortgage Banker, Reaches No. 1 on Amazon Best Seller Lists**

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CHARLOTTE, NC ? Brad Roche became an Amazon Bestselling Author with his new book, ?The Essential Guide To Charlotte Real Estate, Insights From Fourteen Local Experts.? The book, published by FA Media Group of Charlotte, reached Number 1 for ?Real Estate Sales,? ?Buying and Selling Homes,? and ?Real Estate Investments? in Amazon?s Kindle Store. Amazon also ranked the book at Number 2 for ?Mortgages? and ?Real Estate? as well as the Number 1 Hot New Release in multiple categories.

Roche, Mortgage Banker and Loan Originator for Element Funding, contributed a chapter on mortgage financing for residential properties in the greater Charlotte area. The Charlotte region has been one of the fastest growing metro areas in the country, with thousands of people moving into the area every month.

Roche said, ?We get a lot of personal satisfaction in this business knowing that another happy family has been able to purchase their dream home or that a family has saved money through refinancing an existing mortgage. We encourage people looking for a mortgage to consider the total cost, including the cost to acquire the financing, not just the advertised interest rate, that on the surface, may appear to be the lowest rate.?

Fourteen local real estate experts contributed chapters to "The Essential Guide To Charlotte Real Estate," each providing advice in the author's area of expertise. With thousands of people moving into the region every month, the book will be a resource for newcomers to identify the experts they need to help them find, purchase and finance their ideal property. Existing local homeowners will also find resources and experts providing useful advice for selling their homes, re-financing and improving their properties.

Brad Roche is a mortgage banker and loan originator for Element Funding in Charlotte, NC. He has been a loan officer for twenty-one years and has been ranked as one of the top 1% of all mortgage originators in the United States by Mortgage Executive Magazine from 2012 through 2014. He has a weekly radio show that is broadcast in North and South Carolina by five stations including, CBS, Fox and ESPN. Roche has three offices in the Charlotte region, at SouthPark, at Birkdale and in the Lake Norman area. He is widely known in the Charlotte real estate community as "The Mortgage Planner".

"The Essential Guide To Charlotte Real Estate, Insights From Fourteen Local Experts" will be available in a paperback version in late October and is currently available in the Amazon Kindle Store at <http://www.Amazon.com/dp/B015APTT6U>.

To learn more about Brad Roche, visit <http://www.TheMortgagePlanner.net>.

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