



HELPING achieve THE dream

ARTEN group provides home ownership solutions to those who need them

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The dream of homeownership is a universal one. No matter the social, economic, or ethnic background, everyone craves a slice of land to call their own.

Unfortunately, this dream must sometimes be put on hold, or abandoned completely, due to lacking finances. Sometimes the obstacle is a lack of a down payment or insufficient funds to cover closing costs. Other times it's a weak credit history. Whatever the case, these financial hurdles can seem insurmountable.

Dean Artenosi, president of The ARTEN Group, understands both the dream and the frustrations experienced by those who have difficulty realizing it. Artisan Financial, part of The ARTEN Group of Companies, has been helping families and individuals with financial issues realize their homeownership dreams.

Twelve years ago, this forward-thinking entrepreneur started developing out-of-the-box solutions designed to turn renters into owners. Along with a group of professionals, Artenosi (pictured above)

has put in place a variety of creative programs to help buyers overcome obstacles preventing them from moving into a home of their own. Over the years, he says his company has helped more than 1,200 families realize their homeownership dreams.

SOLUTIONS

The process starts with the client speaking with one of Artenosi's customer service representatives to learn how the programs work. Then a financial advisor discusses the client's credit and financial situation to better understand the issues at hand, and to find a solution.

"We assess the person's entire portfolio, and not just their credit," says Artenosi. "Then we figure out a plan to get that person into a home of their own."

Artenosi has many solutions in his financial toolbox, including a "No Money Down" program, a "Lease to Own" program, and other ideas to help with closing costs and monthly mortgage payments.

"Because our whole business is geared to turning renters into buyers, we customize a financial plan for each individual to suit his or her needs," says Artenosi. "For example,

if a single parent is struggling with the financial challenge of getting into a home on his or her own, we can help them get into a situation where their income is supplemented with a retrofitted rental suite. That rent might pay for as much as three-quarters of the mortgage payments."

But the job of finding a home with a suitable rental suite wouldn't be left up to the single parent.

"We have in-house property managers that will help find a suitable property, find the tenants, prepare the lease agreements and get it rented out," Artenosi says.

"If they have a problem with the tenants, we can also help evict them. That's just an example of how the infrastructure we have in place can really help the client."

Artenosi's people are paid to go the extra mile. They realize that the average consumer doesn't have the financial or accounting background to come up with creative strategies for getting things done. Neither is that a service offered by the local bank. Artenosi explains some of the strategies his group of companies might use to eliminate financial roadblocks, "If it's RRSP season, for example, we might get a client to

contribute money into an RRSP, take advantage of the money they get back from the government, and use it for closing costs.

"We use boutique financial planning methods and design a customized plan for each and every client we work with. Our strength is our unique problem solving abilities, and it's our job to come up with different ways to overcome hurdles. We want our clients to get into a home and start paying their own 'Prime A' mortgage instead of somebody else's."

After reviewing the client's financial situation, Artenosi and his team of experts might recommend a lease to own option. "We might determine that their credit needs work, so we put a plan together to fix their credit and we provide them with a lease to own opportunity while they're still building equity and working on their credit. In the end they've got a property they can take title to down the road."

FEES

The creative solutions offered by Artenosi and his group of companies aren't free. But they're not overly expensive either, especially

when you consider the cost of a typical home these days.

"We have a one-time fee. It depends on the type of service we offer and is completely based on performance," says Artenosi. "It could be anywhere from as little as \$1500 to \$5500. However, we don't take a cent until our client gets the key and is in his or her new home."

On the plus side, these costs are worked into the overall financial plan Artenosi and his team custom tailor to each individual client's needs, so clients can rest assured the fees won't strain their budgets. "We're in the business of helping our clients get into a home of their own and our goal is to get them onto the right path financially," says Artenosi.

Artisan Financial's mission to help turn renters into home owners is directly in line with The ARTEN Group's underlying green initiatives as well. Together, this dynamic group of companies supports intensification and new urbanism in the already established neighbourhoods of Toronto and the GTA.

For more information on how you can get a free no-obligation consultation visit www.artisanfinancial.ca or call (416) 679-9799.