

Equilliance Selects Higher Advertising as Agency of Record

Orlando, 2005-08-01 -- Equilliance, one of Central Florida's largest mortgage companies, has chosen Higher Advertising, Inc. to handle its advertising, public relations and marketing initiatives, effective August 1, 2005. Equilliance offers a variety of new loan and refinancing services to its customers. Additionally, the Equilliance loan application processes are simplified by the use of the company's proprietary, cutting-edge, web-based software program and its staff of highly trained mortgage specialists.

"We are very fortunate to establish this relationship with Higher Advertising," said Equilliance President Tim Mattingly. "They have a successful history of propelling companies to the next level and beyond. We also appreciate their creative yet sophisticated approach to branding and positioning."

"Equilliance is a forward-thinking company that continually sets the bar in the mortgage industry through technical innovation, superior customer service and high values," said Higher Advertising President Mike Krutzler. "We look forward to helping Equilliance increase its market awareness and continue its rapid upward growth trend."

Equilliance, established in January 2004 and headquartered in Orlando, has already become one of the largest mortgage companies in Florida, with loan officers throughout the state and another Area Office in Tampa/Clearwater. With cutting-edge software technology and highly trained mortgage specialists, Equilliance leads the way in customer service, support and satisfaction.

Higher Advertising, a full-service marketing agency located in downtown Orlando with over 40 years of combined agency experience, successfully handles marketing, advertising and public relations needs for a number of local, national and international clients whose total combined annual sales are in excess of over a half billion dollars. Higher Advertising's current client base spans multiple industries and includes high-powered companies such as Unicorp National Developments, Inc., Central Florida's largest retail, residential and resort developer; Scout Boats, Inc., one of the marine industry's leading independent boat manufacturers; and PainCare Holdings, Inc., a publicly traded medical services conglomerate with headquarters in Orlando.