**Career Development 11**

**Mortgages**

For this assignment you will be creating an **advertisement** that will educate people on a specific mortgage. This could be used to help someone make a decision on which mortgage they might want to consider and arm them with the information to make an informed decision.

You must:

1. create a print ad that will advertise the mortgage you’ve selected. You must use a computer application, such as MS Publisher or Word to do this.
2. highlight each of the benefits of the particular mortgage. You should focus on:
	1. state the NAME OF THE MORTGAGE . Provide an image representing the mortgage so that it is recognizable to a potential customer
	2. list some of the FEATURES of the mortgage. State how this mortgage is distinguished from another.
	3. List the BENEFITS of the mortgage – why might this mortgage be attractive to someone looking for a one?
	4. state the INTEREST RATE
	5. state any FEES
	6. make the mortgage look appealing – your job is to sell the mortgage (bankers get commissions for selling mortgages!)
3. provide your name, class, date, and other pertinent information

Please print the ad off in COLOR! You can send it to the teacher or use your own resources.