

# MARK GOODWIN

THE MORTGAGE MONEY MAN



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**M**ark Goodwin is one of Dallas's premier mortgage lending professionals, also known as The Mortgage Money Man. Mark is Vice President of Mortgage Lending at the award-winning First National Bank in Southlake, Texas.

During his 28 years specializing in the North Texas area, Mark Goodwin has generated more than \$1 billion in personal production. Gaining specific expertise in high-limit loan programs like jumbo mortgages, construction-to-perm loans and doctor-professional loans, Mark understands the complex regulations behind the financing market.

Since the 1990s, Mark has supported the growth of high-profile communities in Allen, Frisco, Southlake and Westlake as well as the established neighborhoods of the Park Cities and Preston Hollow. He has watched them establish their identities while his own family was growing in their Southlake home. "As this area has grown, so have I—as a businessman, resident and strong supporter of the community," says Mark.

Realizing that every client is different, Mark prides himself on finding the right loan at the right time. He believes in building relationships with each of his clients by helping them evaluate all of their options. By doing so, they can make informed decisions and achieve their desired goals.

As a home loan expert, Mark proudly helps families successfully navigate change as they proceed through some of life's biggest purchasing decisions. "Embracing positive change is a key to maintaining success in business and in life," says Mark.

The Mortgage Money Man remembers well when the areas around Southlake were occupied by farms, but he has enjoyed helping the growth and creativity of developments like Solana Office Park, Southlake Town Square and Vaquero as well as upcoming developments like Westlake's Granada and Entrada.

Mark's years as a long-term resident in the area have given him a deep and broad knowledge of the region. His clients long have been impressed by Mark's ability



to match them to the best loan program to build their dream home, purchase an existing home or refinance. "My philosophy is to listen to each customer's needs and respond to them efficiently and effectively," says Mark. "I strive to build lasting relationships so that I am able to meet a family's needs every time they purchase or refinance their home."

Mark's team is proud to be part of First National Bank—the award-winning community bank based in Southlake. "Our philosophy is simple. First National Bank is built on relationships, not accounts. We get to know our customers and call them by name. Whether it is when they walk in the door or when we see them in the community, we greet them with a handshake and a smile," says Cindy Campbell, CEO of First National Bank.

Mark Goodwin leads his team to create a family-type atmosphere. "We all really enjoy working closely with the community to provide the opportunity for people to finance the home of their dreams." That often means pairing customers with quality and reputable custom homebuilders who know the area, its building ordinances and homeowner associations' covenants.

Together, Mark and his team have industry experience and personalized customer service. Backed by the strengths of First National Bank, Mark Goodwin makes customer dreams possible.

Visit Mark's website at [www.MortgageMoneyMan.com/Imagine](http://www.MortgageMoneyMan.com/Imagine) or call him at (817) 912-4444. ■