



UNITED STATES OF AMERICA  
**FEDERAL TRADE COMMISSION**  
WASHINGTON, D.C. 20580

Jessica L. Rich  
Associate Director  
Division of Financial Practices

November , 2012

**VIA FEDERAL EXPRESS**

[Company Name]  
[Address Line1]  
[Address Line2]

Dear Sir or Madam:

This letter is to advise you that you may have advertised a mortgage financing product or service in a misleading manner.

The Federal Trade Commission (FTC), the nation's consumer protection agency, enforces Section 5 of the FTC Act, 15 U.S.C. § 45, which prohibits unfair or deceptive acts or practices in or affecting commerce. The FTC Act requires that advertising, including claims about mortgage financing, be truthful and non-misleading. The FTC also enforces the Mortgage Acts and Practices-Advertising Rule, Regulation N (MAP-AD Rule), 12 C.F.R. Part 1014, which specifically prohibits material misrepresentations in any commercial communication regarding the terms of any mortgage financing.

FTC staff attorneys have evaluated your advertisements or other commercial communications for mortgage financing. They have reviewed your [website at [www.xyz.com](http://www.xyz.com); your ads in XYZ paper; or your email solicitations] and think the ad may include claims that violate Section 5 of the FTC Act or the MAP-AD Rule.

We have attached a copy of one of your ads, and direct your attention to [statements and images; or statements] in the ad [that may suggest your Company is affiliated with a government agency or government-sponsored loan program; that may offer unqualified low rates; that may offer unqualified low monthly payments; that may suggest no fees or costs are associated with the mortgage financing offered; or that may suggest guaranteed approval for the mortgage financing offered].

We have not determined whether your company is violating the law, but we recommend that you review your ads and other commercial communications for mortgage financing, on your

website; or in newspapers and in any other medium, to ensure they comply with the FTC Act and the MAP-AD Rule. You can find the full text of the MAP-Ad Rule at <http://www.gpo.gov/fdsys/pkg/CFR-2012-title12-vol8/pdf/CFR-2012-title12-vol8-part1014.pdf>.

With this notice, the Division of Financial Practices staff does not waive the FTC's right to take action against you based on past or future law violations. Please direct any questions concerning this letter to Yaa Apori at 202-326-3796 or Carole Reynolds at 202-326-3230.

Sincerely,

Jessica L. Rich  
Associate Director for Financial Practices

Attachment