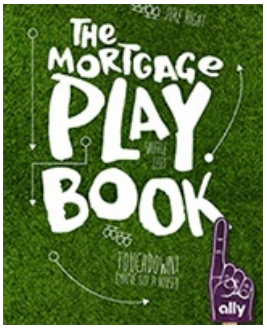
Homebuyers Are Invited to Learn How to "Block and Tackle" Their Way to the House of Their Dreams with New Ally Home Mortgage Playbook

Ally Home Loan Experts Lay Out Winning Strategy for First Time Homebuyers -- or Anyone Looking to Become a Mortgage All-Star



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SANDY, Utah, Oct. 30, 2017 -- Fall is here and everyone knows that means football season. In keeping with this spirit, Ally Home, Ally Bank's direct-to-consumer mortgage business, today is kicking off availability of *The Mortgage Playbook. The Mortgage Playbook* is a free, fun-to-read resource that uses a sports theme to clearly outline the plays consumers need to know to better understand the mortgage application process and find the mortgage that's right for them.

The Mortgage Playbook was developed by Ally Bank's Home Team of loan experts and provides helpful tips such as which product type to select, the difference between mortgage insurances, how to calculate closing costs, and how payments are determined, among other advice.

"The process of looking for a home loan can seem daunting to many consumers, particularly first-time home buyers," said Ally Home executive Craig Evans. "But it doesn't have to be that way. Our Ally Home team has devised an easy-to-understand, winning strategy to help guide homebuyers through every step of the mortgage application process, regardless of whether or not they are an Ally customer -- and give them a chuckle or two along the way."

According to the U.S. Census Bureau, 63.7 percent of Americans own their home. But getting there wasn't necessarily easy. A 2017 NerdWallet survey reports 42 percent of homeowners felt the home-buying process was stressful, a third said it was complicated, and 21 percent found it intimidating.

Another recent finding by the National Association of Realtors shows the majority of home purchases are now being made by Millennials. *The Mortgage Playbook* is designed with this consumer in mind, and provides a quick, plainspoken resource to grasp all of the essential information consumers need to know in their quest for home ownership.

"We believe everyone deserves a good path to home ownership, and we want people to feel informed and empowered when seeking out a home loan," said Joe Zeibert, senior director, Ally Home, and one of the Playbook's co-authors. "The Ally Home Team created the Playbook so first-time homebuyers, as well as people looking to refinance their existing homes, can get the information they need to put themselves in the best position possible to reach their mortgage goal."

Download a free copy of *The Mortgage Playbook* here.

About Ally Financial Inc.
Ally Financial Inc. (NYSE: ALLY) is a leading digital financial services company and a top 25 U.S. financial holding company offering financial products for consumers, businesses, automotive dealers and corporate clients. Ally's legacy dates back to 1919, and the company was redesigned in 2009 with a distinctive brand, innovative approach and relentless focus on its customers. Ally has an award-winning online bank (Ally Bank Member FDIC, Equal Housing Lender) offering deposits, credit card and home loan products, one of the largest full service auto finance operations in the country, a complementary auto-focused insurance business, a growing wealth management and online brokerage platform, and a trusted corporate finance business offering capital for equity sponsors and middle-market companies.

The company had approximately $164.0 billion in assets as of September 30, 2017. For more information, visit the Ally press room at http://media.ally.com or follow Ally on Twitter: @AllyFinancial.

Mortgage Products are offered by Ally Bank, Member FDIC, Equal Housing Lender.

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