

Ally Helps Consumers Hit a Home Loan Grand Slam with New Baseball-themed Mortgage Playbook, Available for First Time as Free Audio Download

The Mortgage Playbook by Ally Home® Covers All the Bases to Help Consumers Become Mortgage All-Stars

SANDY, Utah, April 4, 2018 -- Baseball may be America's pastime, but Ally Home, Ally Bank's direct-to-consumer mortgage business, believes our other great national pastime should be owning the home of your dreams. With the height of the home loan season just getting into full swing, spring is the perfect time for aspiring homeowners to raise their home loan game.



[CLICK IMAGE TO VIEW VNR](#)

To help consumers cover the bases with everything they need to understand about the mortgage application process, Ally is introducing the new baseball-themed edition of *The Mortgage Playbook*. *The Mortgage Playbook* is a free resource that uses a baseball theme and familiar sports jargon to clearly outline the information consumers need to know when applying for a home mortgage.

For the first time, Ally will also make *The Mortgage Playbook* available as a free audio download from the iTunes Store and Google Play – perfect listening as you're headed to the park. *The Mortgage Playbook* is narrated by popular TV and radio personality, Cam "Buzz" Brainard, former host of This Week in Baseball (TWiB).

"Data shows the majority of U.S. consumers have a lot of questions when it comes to the home ownership and the mortgage application process," said Diane Morais, president, Consumer and Commercial Banking Products. "We get it – applying for a mortgage can sometimes seem like 'inside baseball.' With *The Mortgage Playbook*, Ally wants to serve as a trusted teammate to help consumers understand topics such as how to calculate how much home they can afford, the differences between fixed-rate and adjustable rate mortgages, and other important mortgage topics."

The Mortgage Playbook was developed by Ally Bank's Home Team(SM) of loan experts and provides tips such as how to improve your financial fitness prior to applying, how to evaluate rate and points options, and how mortgage rates are determined, among other advice.

You can download a free copy of *The Mortgage Playbook* at <https://www.ally.com/playbook>. The free audio version of the Playbook is available [here](#).

About Ally Financial Inc.

Ally Financial Inc. (NYSE: ALLY) is a leading digital financial services company with assets of \$167.1 billion as of December 31, 2017. As a client-centric company with passionate customer service and innovative financial solutions, Ally is relentlessly focused on "Doing it Right" and being a trusted financial partner for its consumer, commercial, and corporate customers. Ally's award-winning online bank (Ally Bank, Member FDIC and Equal Housing Lender) offers mortgage-lending services and a variety of deposit and other banking products, including CDs, online savings, money market and checking accounts, and IRA products. Ally also promotes the Ally CashBack Credit Card. Additionally, Ally offers securities brokerage and investment advisory services through Ally Invest. Ally remains one of the largest full-service auto finance operations in the country with a complementary auto-focused insurance business, which together serve more than 18,000 dealer customers and millions of auto consumers. Ally's robust corporate finance business offers capital for equity sponsors and middle-market companies.


For more information and disclosures about Ally, visit <https://www.ally.com/#disclosures>.

Media Contacts:

Andrea Puchalsky at Ally
313-656-3798
Andrea.Puchalsky@ally.com

Kathy Wilson at Tier One Partners
781-642-7788

kwilson@tieronepr.com

Additional assets available online:  [Photos \(1\)](#)

<https://media.ally.com/2018-04-04-Ally-Helps-Consumers-Hit-a-Home-Loan-Grand-Slam-with-New-Baseball-themed-Mortgage-Playbook-Available-for-First-Time-as-Free-Audio-Download>