

# Brenda Dintino

## Taking Good Care of People

Written by Haley Freeman

After 38 years in the mortgage business, almost everybody in Orange County knows Brenda Dintino; most know her as “Brenda the Lenda.”

Brenda grew up in Hermosa Beach right next door to her grandmother, who was instrumental in making Brenda the woman she is today. “She had a shop on PCH, and she did slipcovers and draperies. I saw first-hand somebody who worked super hard and loved it. As a kid, I thought, ‘If I grow up to do something I love, that’s the ticket.’ What made her business so successful was that everybody loved her. She always took good care of people. The way she ran her business had a lot to do with how I learned to think about work.”

In her early twenties, Brenda followed a friend to Colorado, where she hoped to discover fresh opportunities. Once there, she took a temp job with Security Pacific Mortgage, and her stellar work performance led to a full-time position. Unbeknownst to Brenda, it was the beginning of a lifelong and highly successful career.

Brenda worked her way up in the company, finally becoming the assistant to the Vice President of Customer Service, Ida Fern. Brenda was tasked with trouble shooting various departments within the company, and as a result, she learned virtually every aspect of the mortgage business. She says, “I can open a loan and foreclose on it, and everything in between.”

Eventually, she helped Ida lay the foundation for Home American Mortgage, a company that thrives to this day. Brenda returned to California and continued to refine her mortgage prowess in everything from loan servicing to origination. Then, at a turbulent time in the industry, she met Sam Ellsworth, Senior Vice President at New American Funding. Together with her husband, Jeremy, and her assistant, Justin, Brenda took a leap of faith and joined the company in 2011. It turned out to be one of the best moves of her career.



As the branch manager for New American Funding’s North Irvine office, she is using her grandma’s wisdom and her 30-plus years of experience to take good care of everyone who enters her doors. “First and foremost, it’s all about service,” she says. “I learned that back in the day watching my grandmother take care of everybody who came into her shop. She wanted people to be absolutely happy with everything that went into their home. We do things the same way here. We want everybody to be a repeat customer.”

Home buyers receive the benefit of fast, efficient loans with few hassles. “This whole company represents customer service. It was built for success. We hire qualified people who are sharp and experienced, and operations are set up properly to facilitate smooth transactions. We work hard for our clients, and that means following through and following up. We take care of people, and we want them to feel warm and comforted. Getting into a house payment is a big deal. If they understand how it works and why it’s beneficial, they will feel more secure with their decision.”

Realtors® can refer their clients with confidence, knowing they are receiving white glove treatment, and loans will close as promised. “We value every client a Realtor® brings to us, and we operate on the premise that the customer is always right. We can close most loans in 14 days, and it’s not uncommon for agents to say, ‘Wait! We’re not ready to close yet!’”

Brenda is an upbeat, progressive leader who provides a positive work environment for her team, which now also includes her daughter, Danielle. Her diverse crew is made up of seasoned professionals, as well as those who are new to the industry. “I’m one of the few managers who is willing to train new people, probably because I started at the bottom. I’ve always had a soft spot for anyone new in the industry,

and I enjoy teaching them what they need to know and helping them build their business.”

Among her bold leadership moves, Brenda hired Anna Smith to be her branch’s marketing coordinator and provide expert marketing support to Loan Consultants and their real estate partners. She also helped to pioneer a new company-wide training program called NAF University. “There are so many people wanting to get into the business, and we want to help them get up and running the right way to create a life and future in this industry.”

In 2017, Brenda was named to the prestigious Mortgage Professional America’s (MPA) Hot 100 list alongside New American Funding’s cofounders, Rick and Patty Arvielo. This award recognizes the industry’s most talented leaders for their outstanding customer service and significant contributions to the mortgage industry.

Somehow, this busy professional and mom of three still manages to find time to volunteer in her community and entertain her friends and family. “I work hard and play hard, but it’s all about taking care of people.”

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