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## **2008 YOUNG ENTREPRENEUR OF THE YEAR LAUNCHES NEW BUSINESS SEGMENT**

**PHILADELPHIA, June 2008**— *The Greater Philadelphia Chamber of Commerce* 2008 Young Entrepreneur of the Year & 2007 40 Under 40 Member, Steven M. Grandizio, has launched a new division of his residential mortgage company, Friendly Mortgage. The new division, Blueprint Commercial, will focus on commercial, construction and mixed-use financing.

Friendly Mortgage, recognized in 2006 & 2007 by the Philadelphia Business Journal as one of the best place to work, continues to look for ways to grow in a difficult mortgage market. "The key to our company is to maintain focus on the things that are within our control. Once you start to focus on all of the negativity, that's when you may as well pack it in."

Grandizio, the company's President and CEO, has brought on Robert Wilson to run that department. Wilson's title is Vice President of Commercial Finance and he will be responsible for growing this division Nationwide. "We see Blueprint and commercial financing as a major growth area for our business. I would not be surprised if commercial revenues exceed that of residential in the next 18-24 months," said Grandizio.

"For years, we have had our clients and referral sources ask us to get into the commercial side of the business. I have always been patient to make sure that we had the right person to make that happen. Well, I can honestly say that I am confident that we have the right person in Rob." Wilson comes to Friendly Mortgage with more than 15 years of banking and finance experience. Most recently, he was Vice President of Finance for HRH Development in Center City. At HRH, Wilson helped obtain financing for company projects in Pennsylvania, New Jersey, Miami and Texas.