

Joey Sheahan releases 'The Mortgage Coach' to get consumers mortgage-fit

JOEY Sheahan's The Mortgage Coach is an invaluable guide through the mortgage maze. It takes a complex subject and breaks it down and simplifies it. The book is a must-read for anyone buying a home for the first time, building their own home, moving, switching mortgage, or acquiring a buy-to-let property.' - Charlie Weston, Personal Finance Editor, Irish Independent

'An easy-to-read, practical guide which will help everyone, irrespective of their mortgage stage in life. Mortgages are typically a product people only buy once or twice in their lifetime, and it can be a minefield with ever-changing rules. Joey easily cuts through the pro-

cess, streamlining it, and makes it a far less daunting journey.' - Sinead Ryan, Personal Finance Expert, Journalist and Broadcaster

'Joey Sheahan has written a must-read guide, relevant to anyone considering their first or long-term mortgage position. The content is insightful and practical, and it is evident that, like any great coach, he aims to focus the reader on taking the best steps to achieve a successful result!' - Michael McGrath TD, Fianna Fáil Spokesperson on Finance

Taking out a mortgage is one of the biggest commitments a consumer makes in their lifetime, but, how many seek advice from a professional? Consumers check the interest rates and see

what individual banks have on offer but how many get expert advice that can save real money? Joey Sheahan, The Mortgage Coach, has written a book that provides practical, easy to understand advice for anyone that is applying for your first mortgage, trading up, switching or simply needs some guidance on taking that first step on the property ladder. The Mortgage Coach is the ultimate and confidence booster to those setting out on the mortgage journey.

The guidelines cover the need for good preparation - from selecting the best mortgage, through to the application, how to structure the deposit, how overpaying can work for you and the essential need to re-

view your mortgage regularly. It is written with refreshing clarity. Joey Sheahan has the interests of the buyer at heart and puts emphasis on prioritising the long-term benefit rather than the short-term gain. The reader gets the benefit of decades of experience through practical steps, guidance through typical problem areas, with tips and workarounds to get them on the road to mortgage success.

Published by Mercier Press, The Mortgage Coach, will be available nationwide and online from Wednesday, 8 January 2010. RRP €14.99 ISBN 9781781177389. The official launch will be held in Clancy's Bar, Princes Street, Cork at 5 PM on Friday, 10 January.