Farmington Observer

BUSINESS

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SUBURBAN BUSINESS LEADERS

Mirle

Chayapathy Mirle, MBA, CPA, of Troy has joined Eastpointe-based turnaround management firm James V. McTevia & Associates as a Senior Financial Associate.

As Senior Financial Associate, Mirle will assume direct responsibility for client consultation, conducting financial analyses and strategic planning.

Curtis

Robin Knox Curtis has been promoted to Customer Service Manager at Somanetics Corporation in Troy. In her position, Curtis will be responsible for providing customer service support to the Company's international network of specially distributors.

Miakinin

Elizabeth Miakinin has been appointed engineering program manager for future sedan and wagon models for Saturn Corporation.

Scott III

Orthopedic surgeon Fremont Scott III, D.O. of Birmingham was recently named to Bi-County Community Hospitals Board of Trustees.

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To submit materials to this column, please send a brief biographical summary along with a black-and-white photo, if possible, to: Business Editor, Observer & Eccentric Newspapers, 36251 Schoolcraft, Livonia 48150. There is no charge.

Tidying up that debt mess

Ann Healey/Staff Photographer

Risk taker: *Robert Rubin's mortgage firm does debts.*

Robert Rubin's Investaid Corp. mortgage firm offers a life raft to people who are sinking under the heavy weight of credit card and other high-interest debt obligations.

By R.J. King
Staff Writer

Even though Robert M. Rubin runs his own mortgage firm in Birmingham, he would never like to be a company client.

Why? Rubin, president of Investaid Corp., provides home mortgage loans to people who traditional banks consider a credit risk.

Since opening in late 1989, Investaid has served hundreds of clients who saddled themselves with heavy credit card or other high debt obligations during the boom years of the '80s. Others, meanwhile, have struggled to make ends meet during the latest recession.

"Let's face it, times are tough and you can decorate a wall with a collage of all the credit cards financial firms have sent in the last three years," said Rubin, whose firm employs 20 people. "Some tore the cards up. Others went nuts and are now paying interest rates of 18 to 20 percent. We deal with those people who are employed, have a credit problem and have the ability to pay off their debts."

Given today's low interest rates, 85 percent of Investaid's clients refinance their mortgages by consolidating all of their debts through Investaid into one monthly payment.

Rubin said clients find combining everything from house payments to electric bills is cheaper through refinancing than paying such costs separately. The reason? Clients can take advantage of lower interest rates and income tax savings.

"If you make the revised payments through us and don't load up on debt again, in two or four years you can apply for a new loan from a traditional mortgage lender," said Rubin, a founding member of the Michigan Mortgage Broker Association in Lansing. "What we typically do is take all your debts and combine them into one payment. Since the new payments are combined into one they become tax-deductible, so you're saving there as well."

To reach potential clients, Investaid relies on area mortgage brokers, the majority of whom work for independent firms. Once a potential borrower fills out a mortgage application, it is faxed to Investaid where a decision to lend is completed within 48 hours.

"Investaid enables us to offer more varied products to our clients, and those are products which are not available through traditional sources," said Audrey Newman, president of Ark Financial Group Inc., a mortgage brokerage firm in Bloomfield Hills. "Right now 15 percent of our business is with Investaid and our business has been going up for all types of loans. Sometimes a loan is a little more difficult to do and that's where Investaid helps us out."

Investaid and others specialize in loans that can be resold in the secondary mortgage market. The prime mortgage market which an institution like Standard Federal Bank in Troy works through is represented by public/private lenders like Fannie Mae and Freddie Mac.

Currently, Investaid generates just under $4 million per month in total mortgage lending in Michigan, Indiana and Ohio. In the future, the firm plans to expand throughout the Midwest.

Most secondary mortgage companies, or those which deal in what is commonly referred to as "non-conforming mortgages," offer a wide

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More workers getting fired, more surviving it

By Doug Funke
Staff Writer

Employees are more likely to get canned today than five years ago, but the stigma of losing a job has decreased.

That's what 150 executives from around the country indicated in a survey for Accountemps, which promotes itself as the world's largest temporary staffing service for accounting, bookkeeping and information systems.

Executives were asked: What percent of all U.S. employees do you estimate will be fired at some point in their career? The response was 33 percent compared to 25 percent in a similar poll conducted five years ago.

Economics rather than performance seems to be the reason.

"In the face of eroding profitability during the recession, many firms were forced into large-scale layoffs and cutbacks," said Max Messmer, Accountempts chairman.

"In many cases, the employee terminations had little or nothing to do with a person's competence, but reflected the need to reduce personnel

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