

# TOP AGENT MAGAZINE

## JOHN DALY



John Daly brings 10 years of solid financial experience to the table for his clients. After the housing crash of 2008, he partnered with a friend and created Immensity Group (iG) in Newport Beach, California. Their mission: to revolutionize lending and realty services to enhance their clients' experience by meeting their needs with the utmost integrity and character. "Our company specializes in all mortgage loan types from self-employed to full doc to government to commercial," he says.

IG prides itself with creating strategic alliances with highly regarded organizations in the industry. "We strive to meet our clients' diverse lending and real estate needs through our vast network and relationships," he says. "I want them to have as many options as possible, and I always do my best to provide timely service." John says the clients he gets become clients for life, which is why he reports that over 50% of his business is repeat and referral.

It's no surprise that his clients give him stellar reviews for his service. One client wrote recently: *"The service and process of dealing with John Daly was smooth and stress free. This was my second time reaching out to him for his service, this time with refinancing my mortgage. John was easily accessible, communicative, and maintained ongoing support. He kept it simple and kept me informed through every step of the process. Very friendly and helpful. I was extremely pleased with the process and the service I received. I highly recommend him."*

John prides himself on offering what he calls "out-of-box" residential loans. "This is where we are most successful because I offer products to people who do not normally qualify for a conventional loan, like self-employed borrowers or high net worth borrowers who need jumbo loans," he states. "I have a vast network of portfolio lenders. In addition, we have private money for investment type properties."

John makes sure to engage in an active outreach campaign to stay in touch with people. "One of the things I do with my clients is create a plan going forward, so after our initial transaction, I check in with them as a follow-up," he states. "We discuss goals, maybe plans to invest. There's always a reason to check in."

What's most rewarding to John about his work is seeing his clients close their deals. "I've had clients sit here literally crying," he notes. "They really couldn't believe they could buy a house or qualify for a loan. It's very fulfilling to see them realize their dreams."

When giving back to his community, John donates his time and resources to rescue dogs and the local Humane Society. On his off time, John loves spending time at the beach, surfing. He also enjoys riding his bike and exercising in general. "The usual California lifestyle," he says.

As for the future, he hopes to expand his banking opportunities, hire more loan agents, and branch out into other states. "It's all about helping more people achieve their dreams of home ownership," he says.



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