



HOME

Ohio

FAMILY

Husband, Dennis;
3 grown children

STATUS

Executive Branch
Manager

BUSINESS TIP

Consistency is key.
Find a mentor,
someone you can
believe in and
trust. Get on the
accountability
program.

One Family at a Time

Sue Condon's passion for helping American families is the foundation of her success.

by Lisa Horn

Sue Condon has sat at kitchen tables with families across the country. She has seen husbands and wives put their heads in their hands out of despair from not being able to pay their mortgages. She has worked with clients in their 60s or 70s who have 30-year mortgages and never expect to own their homes before they die. Through her work with United First Financial®, Sue has helped these homeowners, and thousands like them, pay off their mortgages and other debts in record time.

“There are millions of consumers in the United States and Canada who need help paying off their mortgages,” she says. “I teach not only about paying off the mortgage but also about how debt works and how to build wealth. If I can give people hope that they can pay off their homes and get on a financial track that makes sense, it is reason for me to get up every morning.”

Sue, a self-described crusader, says she feels like she's on a rescue mission. And the passion she has for the opportunity United First Financial offers is remarkable. “Statistics show less than 5 percent of Americans have a deed in their hands,” she says. “Most Americans don't understand what debt is or what living on credit cards means. Now there's an opportunity to teach them. With this program, we haven't even begun to scratch the surface of the need in America.”

IGNITING THE FIRE

Why is Sue so passionate about the issue? She always had concerns about how homeownership worked and why people ultimately paid twice for the homes—once for the principal and twice for the interest. “It never made sense to me,” she says. “No one else was asking the question, and no one would answer my question.” And so she gave up and did what everyone else did: purchased a home with a long-term mortgage.

Now 30-plus years later, she finally received the answer. “When I saw the United First Financial opportunity for the American people to get out of debt in as little as one-third or half the time without refinancing their existing mortgage or little to no change in their lifestyle, that was the night the question I'd filed away all those years ago was finally answered,” she says. “Now there is a system that helps the American people. Homeownership is not just a dream; it is a reality. Homes can be paid off in much less time while saving so much

interest. With education and proper use of the banking tools, we can help make this happen.”

Sue began working with United First Financial with the passion to help one family at a time. Before she knew it, many families she had helped were interested in becoming agents. Today she has hundreds of agents in her organization.

While she admits she is paid well for what she does, she cautions that building a business can't be motivated by money. “With this, I am truly out there with a very meaningful and purposeful product that

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helps people with something that means a lot to them: their homes,” she says. “The most successful agents are those who have the passion. If you can’t get excited about helping people, or if you’re just looking for an opportunity to make money, this may not be the right fit.”

Sue speaks from experience. She fell in love with direct sales in the 1970s and has successfully built large organizations with dozens of companies. But she couldn’t find something that sparked not just a way to make a living but also to have value and purpose.

In December 2006 United First Financial found her, she says. At the time, she was going back into traditional business and opening a financial-services office that offered insurance, annuities and securities. But she changed her path and has never looked back.

“I believe there’s a place for everyone depending on your interests and passions,” Sue says. “If you can determine what you are most passionate about and align yourself with a company that has your values and vision, this is where success can be found.”

SPREADING THE WORD

Sue says it is interesting how people tell “anyone sitting on a park

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bench” about the cholesterol meds they are taking or what minor health problems they have, but they find it very difficult to admit they are struggling financially—even to their closest and most trusted friends and family members.



“It’s hard to talk about because it’s embarrassing,” she says. “But there are thousands of people dying every day from stress-related diseases, and one of the great stressors is financial situations. If there’s something wrong, I can help make it right. That’s what this system does with people’s homes.”

With one level left to achieve in the marketing program, Sue will continue spreading the word across the country. And her husband, Dennis, who recently retired after 35 years in ministry, is joining her as an agent. “He has lived his whole life giving people hope, so this is just another type of ministry for him,” she says.

While Sue, a grandmother-to-be, says she could go into semiretirement mode, she chooses to stay busy on purpose. “As long as you’re living life with purpose, people seem to live longer,” she says. “I’m certainly not going to sit down.” **SFH**