

## Frances Hinojosa Mortgage Specialist | Tribe Financial Group



Frances Hinojosa is an accomplished leader in the mortgage industry, boasting an impressive track record of over 29 years in the financial services sector. As one of the founding partners and CEO of Tribe Financial Group, an esteemed independent mortgage firm in the GTA, she has played a pivotal role in shaping the company's success.

Tribe Financial Group is renowned for its commitment to customized mortgage planning and its unwavering dedication to upholding the highest standards of excellence in mortgage lending. Hinojosa's leadership is driven by values of integrity, transparency, and compassion, setting a benchmark for the industry.

Hinojosa's passion for the mortgage industry extends beyond her business accomplishments. She actively mentors individuals within her firm and the broader mortgage industry, demonstrating her genuine commitment to supporting others' growth.

With nearly three decades of active membership in the Canadian Mortgage Brokers Association (CMBA) and Mortgage Professional Canada (MPC), Hinojosa has solidified her reputation as a dedicated industry professional. She served as the Executive Secretary on the MPC national board from 2021 to 2022. Additionally, she has contributed her expertise as a member of advisory boards for esteemed organizations such as Teranet, Home Trust, Community Trust, and the charitable organization, 100 Brokers Who Cares.

Currently, Hinojosa co-hosts "On Point," a popular industry show that educates both brokers and consumers on the latest mortgage news. The show airs on the BHBTv network, further establishing her as a prominent figure in the industry. Through her extensive network and experience as an operating broker, she possesses a deep understanding of the grassroots issues impacting the mortgage industry, as well as the unique challenges faced by women in the financial services sector.

Frances Hinojosa's contributions to the mortgage industry have garnered numerous accolades and recognition. She has been honored with prestigious awards, including the Top 75 Mortgage Brokers in Canada Award for 2014 and 2015, Women of Influence Award in 2015, 2017, 2019, 2020, 2021, and 2022, as well as the Women in the Mortgage Industry (WIMI) 2019 Leadership Award. Tribe Financial Group, under her leadership, has also received the CMP Top Brokerage Award in 2016 and the KMI Media Global Employer of Choice Award for 2022.

Frances Hinojosa is not only a trusted resource for mortgage advice but has also been featured in reputable publications such as the Globe and Mail, Toronto Star, Financial Post, Canadian Wealth Magazine, Yahoo Finance, CMP Magazine, Cottage Life Magazine, and has made appearances on City News TV and CP24. Her expertise and insights have made her a sought-after industry expert, further establishing her as a leading figure in the mortgage industry.