



Bill Westrom

Co-Creator/CEO
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Credit Line Banking®

Co-Author
Master Your Debt

America's Financial
Wingman



"Debt isn't the problem;
it's the terms of
repayment."

"The rate doesn't cost
you the money, the
balance does."

"If you want to get ahead
of the curve, you have to
get more out of what you
earn and what you own."



I survived a 110 mph car
crash without a scratch or
a bruise.



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America's Financial Wingman

What started out as an accidental, run-of-the-mill mortgage broker job in 1996 became a clear and definitive mission in 2002. 2002 is when I was introduced to a unique financial strategy out of Australia that gave American homeowners the means to pay off their mortgages faster than ever before. It was then I became obsessed with leveling the financial playing field between American consumers and the American financial system.

In 2006 I decided to take this strategy to the masses and TruthInEquity.com became the conduit between American consumers and this incredible, nameless financial strategy. Our iron clad mission: To provide overwhelming value through education, empowerment and service. All in the pursuit to help people get more out of what they own and what they earn. That mission is the cornerstone to our longevity and our students' undeniable success. The guidance and support we provide is a life time commitment. No one is ever alone or on their own as a member of the TIE family.

What was once nameless has become the core of our mission; Credit Line Banking®/CLB®. Credit Line Banking® is the refined improvement to the financial strategy introduced to us by the Australians. Truth In Equity has taken what was once a home-owner only, pay off your mortgage only financial strategy and turned it into a *banking* strategy for everyone. No matter the financial need, any income earning American can implement CLB® right now, within the current banking system. What makes CLB® special is its resemblance to the leveraging models the modern banking system uses to sustain its existence.

Over sixteen years of exhaustive clinical trials within the US economy has proven CLB® outperforms conventional practice 4:1. CLB® practitioners pay off debt 4 times faster than traditionalists. And they invest 2-3 times above and beyond their 401k. These results are remarkable, and they are also indisputable. Best yet, any American can achieve such results without federal or institutional permission or involvement.

As a resident and native Oregonian I enjoy all the spoils; skiing, camping, salmon fishing, crabbing, hiking, the fun is endless in the great NW...if you don't mind a little rain! However, my passion, my purpose is to stoke the fires of the human spirit. To help others live a life with more confidence and clarity. Oddly enough, my life's path put me in a position to help people find confidence and clarity in and through their financial lives.

I am obsessed with leveling the financial playing field between American's and the financial system supporting us. It's my passion and I love to share it.

- Co-creator: TruthInEquity.com and [Credit Line Banking®](http://CreditLineBanking.com)
- Co-author: [Master Your Debt with Jordan Goodman](http://MasterYourDebt.com)
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