

Large Financial Institution Exponentially Increases Home Equity Applications with Lenderful Solutions

The Challenge

A large Midwest Financial Institution sought to increase the volume of home equity loans provided to their customers. The content on their website was limited - it provided customers a contact form to complete which would be followed up by a loan officer phone call. Utilizing only the "Contact Us" form for their Home Equity customers resulted in **just 2 leads each week** on average.

The Solution

The Financial Institution implemented our Home Equity Solution as part of their website's menu. The software provided a self-directed experience for their customers by answering the key home equity questions:

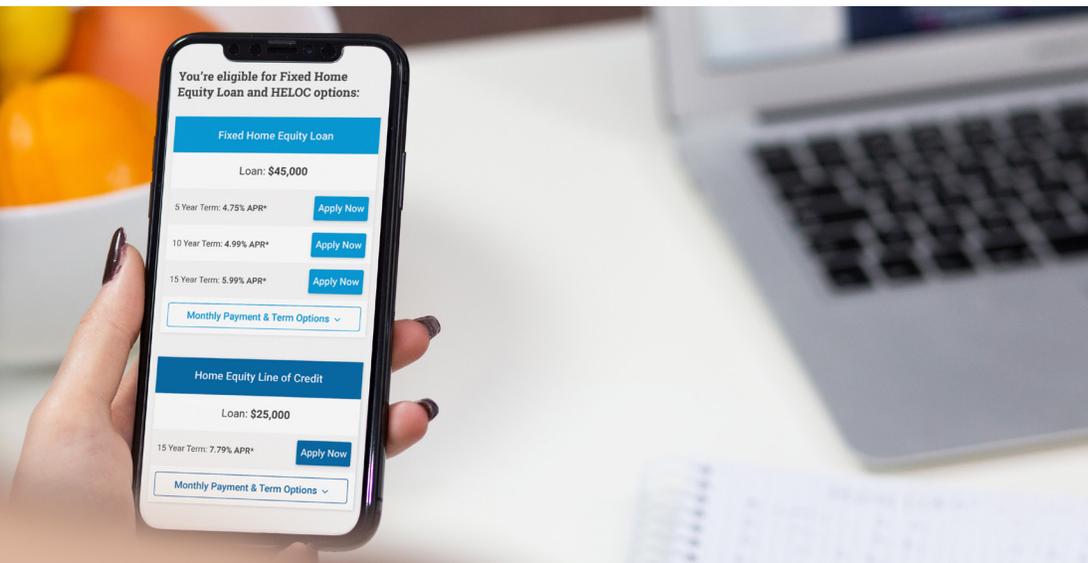
- How much can I borrow?
- What are the programs, rates, and monthly payments?
- How can I apply?

The Result

In the first week after implementation, the Financial Institution had 75 customers inquire about programs, rates and monthly payments. This is without any paid ads directed to the site. We leveraged the client's normal visitor traffic to get these results. They also received 42 full Home Equity applications.

Measurable Impacts

- ✓ Generated 458 leads for the client in the first month. That's 15 leads/day compared to 2 leads/week prior to the implementation.
- ✓ Monthly application volumes have maintained these weekly levels since inception.
- ✓ The client is receiving so many applications, their loan officers are now overwhelmed!
- ✓ Overall home equity inquiries increased from 2 to 117 in the first week!



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