Gain Repeat & Net-New Business

With

WOW LENDING

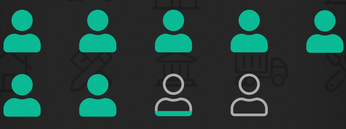
Each customer is on a hero's journey and by knowing this path, mortgage companies, banks, private lenders and credit unions can create a narrative that makes customers feel special and valued.

What is "WOW Lending"?

You want your borrowers walking away thinking "Wow, what a great experience!"

As a lender, you:

- Understand the borrower's customized journey and know where they are on that journey
- Make it easy for borrowers to understand product information
- Simplify the process for the borrower, pre-close and post-close

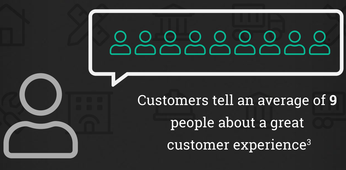


81% of customers that feel valued are more likely to give your bank repeat service[1]

5% increase in retention of profitable customers increase profits by 125%[2]

+125% profits





Customers tell an average of **9** people about a great customer experience[3]

How to "WOW"

- Provide multiple channels for interaction; preferably from their smartphone
- Deliver on fast & thorough responses
- Give the borrower clear next steps at all times
- Provide multiple loan products for your customers' diverse needs

Want more strategies on how to safeguard your customer relationships? **Watch this webinar** and explore customer retention opportunities with renovation lending.

LAND GORILLA

sales@landgorilla.com

landgorilla.com

1. https://blog.kissmetrics.com
2. https://www.destinationcrm.com
3. https://www.helpscout.com