

MIDWEST LENDING™

A Better Experience, for Everyone.

(COVER DESIGN)

ESTABLISHED CULTURE OF SUCCESS

At Midwest Lending, we're not interested in conforming to industry standards. Our baseline reputation was forged from our ability to create innovative solutions, bringing an unconventional approach to the mortgage business that is both client-focused and results-oriented.

We've been able to successfully maintain a distinguished pattern of success, based primarily on three factors:

1. Our ability to consistently deliver high-quality home loans, highlighted by low rates and favorable terms.
2. Our ability to continually invest in sophisticated marketing techniques and state-of-the-art business technology.
3. Our uniquely collaborative, ethically responsible corporate culture.

In order to execute our company vision, it is essential that our culture embraces the individual goals of our most important resource: the dedicated Loan Originators who form the foundation of everything we do. Midwest Lending is focused on what producers are passionate about in their careers, and how to best support the lives they seek to lead as a result of their hard work and dedication.

We strive to discover talented, motivated Loan Originators; individuals who will drive our vision forward through confidence, energy, and innovation. We're dedicated to creating a better experience, for everyone.

POSITIONING YOU FOR THE FUTURE

Loan Originators are driven by the desire to create lifelong partnerships. By providing exceptional customer service to each of their clients, and applying an encyclopedic knowledge of the mortgage industry to every transaction, they can help others consistently achieve their home ownership goals, now and for the future.

But as an individual business owner, they are also motivated by the desire to provide well-being for themselves, and for their families. Midwest Lending understands that in order to succeed both professionally and personally, Originators need to continually expand their client base.

We believe that the opportunity for business growth begins with business analysis. What if we told you:

- That Midwest Lending provides you the freedom to focus on building relationships and closing deals, while our dedicated and highly-trained support team utilizes the established process and systems we've perfected to do the rest for you?
- That you will be supported daily by a Leadership Team whose primary focus is to help you facilitate real estate agent relationships, driving repeat referral clients directly into your business portfolio?
- That we focus on both the financing and real estate aspects of the mortgage industry, committing ourselves to helping you stay relevant as market conditions and consumer trends inevitably evolve and change?

It's time you held your business to a higher standard.

A FORWARD-THINKING MORTGAGE BROKERAGE

Maintaining a successful and respected business in this highly competitive industry calls for a significant level of support, one that most mortgage brokerages have neither the time nor the resources to provide.

At Midwest Lending, we know that the only opportunity we have to grow and thrive as a company is to ensure that the individual business of each of our Loan Originators is flourishing right alongside us. That's why we've developed a robust business development system and sales coaching program, proven to benefit Originators at every level of professional experience:

- Strategic business planning intended to help you reach your personal financial goals.
- Bi-weekly meetings with our Director of Sales, to implement the action items necessary to achieve those goals.
- A sales and task Mortgage Dashboard to track your progress down to the finest detail; we marry training and coaching with technology to provide you with exceptional results.

Innovative ideas are the foundation of our success, but it is the consistent execution of those ideas that sets us apart in a crowded industry. We have successfully transitioned Loan Originators from all manner of professional backgrounds, allowing them to take full control of their business futures.

Let Midwest Lending empower your future. Starting today.

MARKETING

Engage, inform, and inspire action through handcrafted content tailored specifically for you and your business. We combine digital, email, and direct mail marketing to create a multi-tier platform that will enable you to send your message out to the broadest possible audience.

Your in-house Design Team will help you recruit top-producing agent partners to expand your business, educate your clients on your level of service, and brand yourself as a leading industry expert.

(INSERT MARKETING SAMPLES)