

WHEN WAITING FOR THE FEDS TO MAKE A MOVE IS NOT AN OPTION.

The Dean Bank NOW Loan Solutions

What you do in a challenging loan environment, when you don't want to wait for the Fed to cut rates.

THE ASK:

Dean Bank wanted to drive business to their home lending department during a time when many other banks mortgage departments are forced to shut down due to lack of business.

THE RESPONSE:

Pannos and Dean Bank agreed that the campaign would need to focus on a product other than mortgage loans, given the volatile state of the homebuying market. Home Equity Lines of Credit and Home Equity Loans would allow customers to get the home of their dreams, without shopping for a new home. These loans also gave customers flexible funds for large purchases, without the high interest rates of a personal loan.

The NOW Loan Solutions campaign was born, and every element of the campaign grabbed attention and focused on empowering customers to achieve their goals NOW.



HOW'D IT GO?

» [VIEW THE CASE STUDY](#)



What are you ready to do NOW?
Stop by Booth #B041 and let us know.

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