



## SOURCE OF FUNDS FOR REAL ESTATE PROJECTS.

### ● ABOUT

SONOMA EQUITY LENDING is an emerging player in the United States' financial lending and mortgage sector. They entered the mortgage industry in 1987 under far different conditions than we see today. There were no conventional 2nd mortgages. There was no Private Mortgage Insurance (PMI). Borrowers either got approval, or their dreams were met with a complete "No."



in LINKEDIN

SONOMA EQUITY LENDING CORPORATION

APPLICATION FORM

ABOUT SONOMA EQUITY LENDING ▾ EXCEL MORTGAGE SOLUTIONS TESTIMONIALS APPLY NOW

WELCOME TO SONOMA

# Fast & Reliable Money Lending

Discover Loan Options

First Name

Last Name

Email Address

Phone Number

Loan Amount

Credit History

Load Program

Submit

## AT A GLANCE – RESULTS

- **Integrated a secure client form submission channel.**
- **We have crafted more than 10 new web pages.**
- **Created a sales funnel.**

## ● CHALLENGES

- A laid-back, old-school website that didn't meet customers' expectations anymore.
- Lack of explanatory content
- There was no information regarding what types of loans were offered
- The document sharing process was insecure and open to risk
- Lack of lead generation funnel to capture the information of interested potential clients

## ● SOLUTIONS

The website had a sales funnel created where potential clients could upload their secure mortgage documents online without any hassle.

We rebranded the entire website with a completely new feel and color codes.

We also re-did the logo for Sonoma Equity.

Our expert web content writers, wrote the full content for the new site in a very catchy way that complements the sales funnel.



## DIGITAL MAXIMA

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