

BRAND GUIDELINES



FinanceLobby

The CRE Financing Marketplace

LOGO USAGE



FinanceLobby
The CRE Financing Marketplace



TAGLINE USAGE

Following are examples of how to use the tagline. Please follow:

Note:

- The F and the M should always be capitalized
- The word Financing should always be used

Examples:

- The CRE Financing Marketplace
- The Commercial Real Estate Financing Marketplace

BRAND COLORS



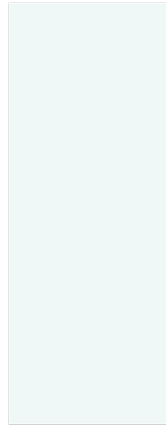
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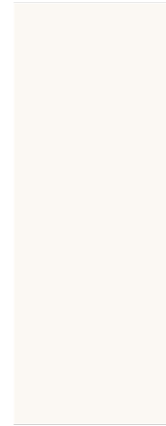
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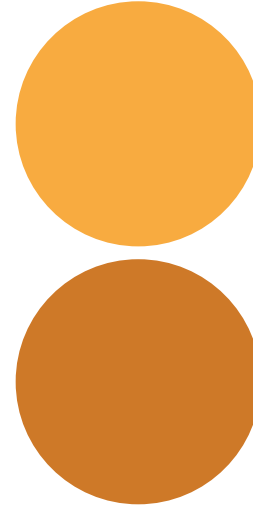


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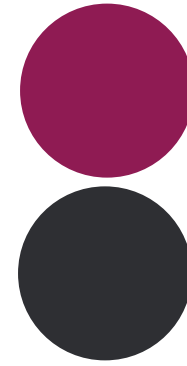
COLOR USAGE



Use more of these.



Some of these.



A little of these.

TYPEOGRAPHY

Circular Std / Book

abcdefghijklmnopqrstuvwxyz
~!!@!\$#%\$&^

Circular Std / Bold

abcdefghijklmnopqrstuvwxyz
~!!@!\$#%\$&^

TYPEOGRAPHY

Avenir LT Std / 35 Light

abcdefghijklmnopqrstuvwxyz
~!!@!\$#%\$&^

Used in tagline, tracking 100

meet your deals.

GRAPHICS

SHAPING THE FUTURE OF COMMERCIAL REAL ESTATE FINANCING

Automated platform to bring brokers & lenders
together again (and again)



Invest your time exclusively on deals that fit you perfectly.

- Algorithms match brokers and lenders only when it's a perfect deal.
- Go beyond the basics and find the subtleties that will make or break a deal.
- All the details you need to make a decision – including deal preferences.
- Avoid time-wasting back and forth communication.



Grow your close rate in even the most competitive sectors.

- Receive alerts whenever there is a perfect deal.
- Review more opportunities worth your bids.
- Present quotes with the nuances the borrower is looking for.
- Manage soft quotes, deals, schedules, and communication all on our platform.




Stay nimble in every market with automated adaptation.

- Change your lending parameters at any time.
- Algorithms match based on current data only – saving you time and effort.
- Be agile with tools that give you access to all the deals you can service at any time.



FinanceLobby
meet your deals.

Create your free, personalized profile in 30 seconds



Find lenders **WITHOUT** the hassle...



Get Started Now >

Why Agility Is Key In Today's Commercial Real Estate Market

Commercial Real Estate (CRE) is often considered to be a "slow" industry, with transactions typically taking months to execute and the chances of an asset losing all of its value overnight being very unlikely. However, that doesn't mean CRE professionals can afford to be slow when it comes to closing deals and reacting to changes in the market. Today, agility is more important than ever.

FILL OUT THE FORM BELOW TO GET DEALS

First Name	Last Name
Your Work Email	
Asset Type	Location
Minimum loan size	Maximum loan size
SUBMIT	

We give you:

Deals you want

Deals you can close on

Deal details you need

100% Free

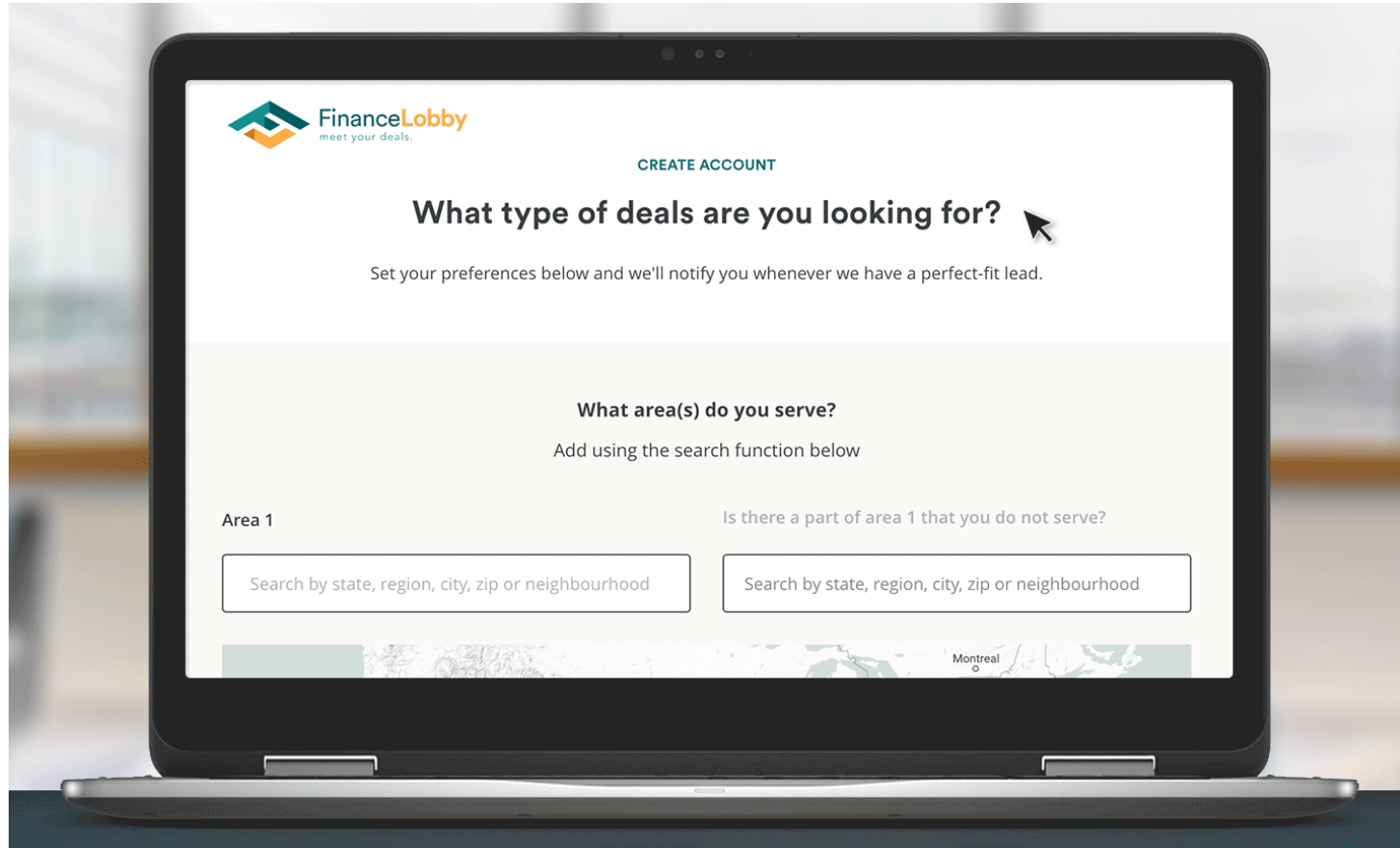
FIND LENDERS WITHOUT THE HASSLE...



PHOTO STYLE



WEBSITE



BLOG VETTING SOP

Between Grammarly & using all of the settings in Word's spelling and grammar, the two usually catch 99% of punctuation errors, run-on sentences, passive voice, etc... Before accepting a final draft, let's review it in those two systems.

Metrics should be:

Fleisch Reading Ease = > 65

Fleisch-Kincaid Grade Level = 9 – 12. (Above 12 are mostly scientific articles or similar. Most of ours should be 9-10).

Passive sentences = < 10%

We will evaluate drafts on this scale and ask it to adhere to these metrics before sending content to us for review. If the article doesn't meet these metrics, we will send it back for revisions.

CALL TO ACTION


Create your free, personalized profile in 30 seconds

Take a Test Drive >>>


Create FREE Profile

Learn More

EMAIL



FinanceLobby
meet your deals.



Never want to look at a dead-end deal again?

Are you tired of chasing dead-end deals? Do you think there has to be a better way? If so, we've got you covered.

Finance Lobby is the best solution for those in the commercial real estate lending game looking to streamline their processes with technology. We make it faster and easier to find all the deals you want and none of the ones you don't.

We just need a few pieces of information to get you started:

- Details on the types of deals you are looking for.

Then we give you:

- Exposure to every deal in the market that meets your criteria.

Create your free, personalized profile in 30 seconds


That really is all there is to it.

- No fluff.
- No marketing gimmicks.
- Just great deals delivered straight to you, for free.


Get started today and you'll be reviewing your next perfect-fit deal in no time.

Kind regards,
Kelly Wagman

Message sent by {{company:name}} at {{company:address}}, {{company:city}}, {{company:state}}, {{company:country}}.



FinanceLobby
meet your deals.



Headline Here


Subhead

As the ball dropped on 2020 and all its infamy, the world let out a collective sigh of relief. But now, business leaders, including those in commercial real estate in Colorado, are back to the reality of dealing with a new COVID-induced normal.


Lenders who have adopted competitive cloud-based tools are positioned to offer their customers better service in three key areas ...

Learn More

Message sent by {{company:name}} at {{company:address}}, {{company:city}}, {{company:state}}, {{company:country}}.



FinanceLobby
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Headline Here


Subhead

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Learn More

Message sent by {{company:name}} at {{company:address}}, {{company:city}}, {{company:state}}, {{company:country}}.



FinanceLobby
meet your deals.



Hi (first name),

Did you have a great time at (X show)? Hopefully you had an opportunity to stop by all the booths and learn from other professionals in the (X industry). We enjoyed discussing how Finance Lobby is streamlining the commercial real estate lending process with our **intuitive, easy-to-use** solution.

I thought it might be helpful to follow up with a few additional resources. Below you'll find our recent blog post that outlines **5 features** that make Finance Lobby the **best** solution for commercial real estate lenders, as well as some helpful information about the broader CRE lending industry.

- [5 Time-Saving Perks for Commercial Real Estate Lenders](#)
- [3 Factors Affecting CRE Lending Today](#)
- [Modernizing Commercial Real Estate Lending](#)


You give us:

Contact info

Where you lend

Dollar amount

Asset types



We give you:

Deals you want

Deals you can close on

Deal details you need

100% Free

Don't forget to [create your free, personalized profile](#) to start using Finance Lobby. With just a few pieces of information about your lending criteria, our algorithms can get to work, searching the market for deals you can close on. It takes less than **30 seconds to get started**, and you'll be looking at your next perfect-fit deal before you know it.

In the meantime, don't be afraid to reach out if you have any additional questions. I'm happy to chat!

Sincerely,
(name)
Finance Lobby

Create your free, personalized profile in 30 seconds

Message sent by {{company:name}} at {{company:address}}, {{company:city}}, {{company:state}}, {{company:country}}.