



Franklin Bank^{SSB}

Mortgage Smarter

Franklin Bank, located in Kernersville, NC, has built a reputation for a high level of personal service with their mortgage clients. They needed two things: a more distinctive and higher quality message and greater repeat levels. For them, we developed:

- A new positioning concept, logo and tagline, presenting them as the way to "mortgage smarter"
- A comprehensive website, with useful information
- A new sales brochure and business cards
- A strategy and supporting materials for seminars and other ways to reach their prospective audience efficiently and effectively
- A robust direct mail strategy and materials to maintain top of mind awareness with past clients and generate re-finances, new mortgages, and home equity activity



www.mortgage-smarter.com

Franklin Bank has been working with MediaFit and we have been very pleased with their knowledge and ideas. They are enthusiastic and willing to listen to what we need to become "bigger and better". Their creative ideas are some of the best we have seen. We see this as a very important part of our business growth plan. ~Linda Y. Webster, Franklin Bank, SSB



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