



# LENDER MARKETING PROGRAM

**PrivateLenderLink.com** is the marketplace for the private hard money mortgage lending industry.

Real estate investors and mortgage brokers continually use our platform to find lenders. Get your company listed to receive leads for loan origination. Here's how it works...

- Our website has an open directory of lenders
- No screening or registration required
- Visitors search and filter to see lender list
- Visitors view each company's profile and contact the lenders of their choice
- Communication and transaction continues outside of our platform



# STATISTICS



PrivateLenderLink.com was founded in 2010.



- Approx. **7,000 visitors** per month nationwide\*
- 80% Borrowers, 20% Brokers
- Most traffic from **organic** (non-paid) Google searches
- Average number of leads for each lender monthly: 20
- Majority of leads are phone calls
- Property Search: 75% Residential, 25% Commercial

\* We will gladly share our recent Google Analytics reports showing a breakdown of the traffic per each state and/or metro area.

# HOW WE GENERATE LEADS



## How We Generate Leads for Lenders:

- Search Engine Optimization
- Advertising with Industry Media Companies
- Email Blasts & Newsletters
- Social Media
- YouTube Channel with 300+ Videos
- Industry Event Sponsorship
- Trade Associations
- Our Network of Mortgage Brokers



# LENDER PROFILE



Your profile on [PrivateLenderLink.com](https://www.PrivateLenderLink.com) will be available to the public and optimized for Google searches. Profiles are detailed and will offer viewers a variety of information:

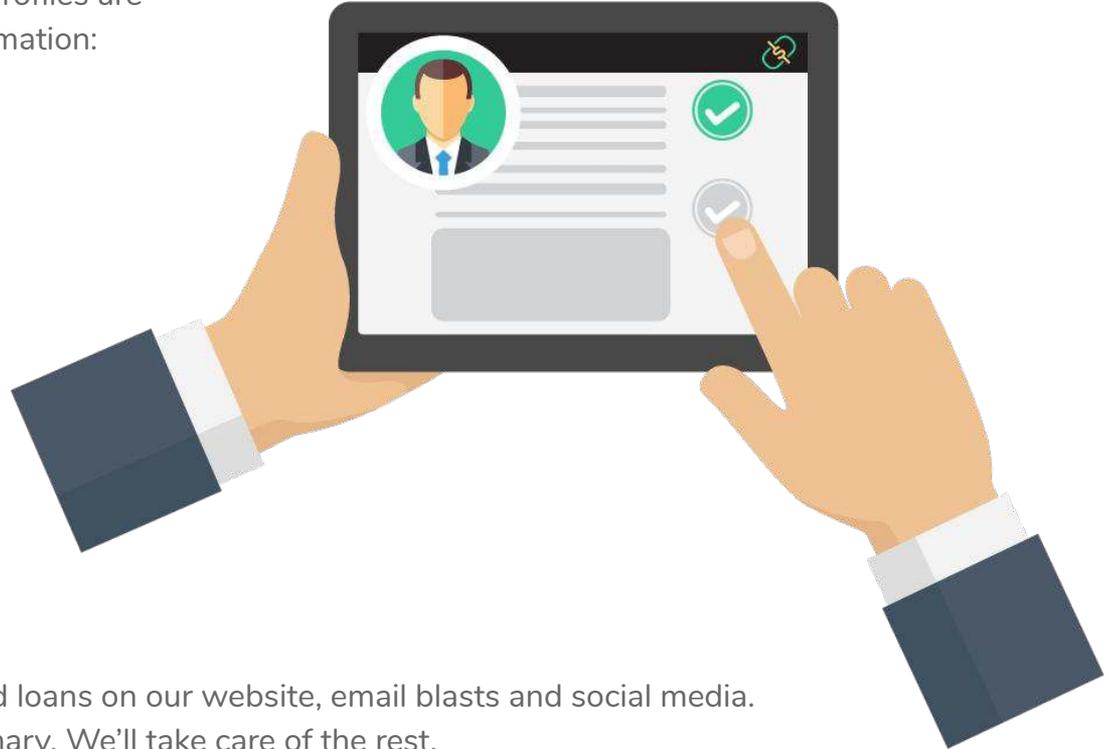
- + **Company Profile**
- + **Lending Guidelines**
- + **Funded Transactions**
- + **Testimonials**
- + **Videos**
- + **Team Bios**

## Video Shoot

We can shoot promotional videos of your company while attending an industry event or when we are visiting your area.

## Transactions

We have a great system to promote your funded loans on our website, email blasts and social media. Simply log in to post a photo and detailed summary. We'll take care of the rest.



# HOW LEADS ARE RECEIVED



## 1. PHONE CALL

We'll register a local phone number to be used on your profile. Calls will route through our phone system to your business or cell phone(s). The calls are logged so we can generate lead reports.

## 2. WEB FORM

Your profile will have a simple email form and a detailed loan form. Site visitors can use either one to inquire, and you would reply directly to continue the conversation outside our platform.

## 3. DEAL GALLERY

Borrowers and Brokers can fill out a loan form and post it on the Deal Gallery which is only accessible to Lenders on the back-end. Log in to your dashboard to view each Deal, and submit an inquiry form if interested.

## 4. RECOMMENDATION

Some Borrowers and Brokers contact Private Lender Link to discuss their loan request. If we feel your company is a good fit, we will provide your contact information to the lead.



# FEE STRUCTURE OPTIONS



## OPTION 1: Percentage of Loan Amount



- + **0.50% (half a point or 50 bps) of the loan amount**  
*Can reduce case-by-case*
- + 0.25% (quarter point or 25 bps) of the loan amount on subsequent loans provided to a returning lead up to 3 years after the first loan
- + Initial inquiries are logged, but we count on you to track leads
- + No Setup Fee

## OPTION 2: Percentage of Total Points



- + **20% of lender points charged to borrowers**
- + 10% of total points charged to borrowers on subsequent loans provided to a returning lead up to 3 years after the first loan
- + Initial inquiries are logged, but we count on you to track your leads
- + No Setup Fee

## OPTION 3: Monthly Listing Fee

- + **Advertising subscription**
- + Amount varies based on the Regions where you are listed (see pricing on next page)
- + No long-term contract
- + No Setup Fee



# PRICING



## Monthly Listing Fee Per Region

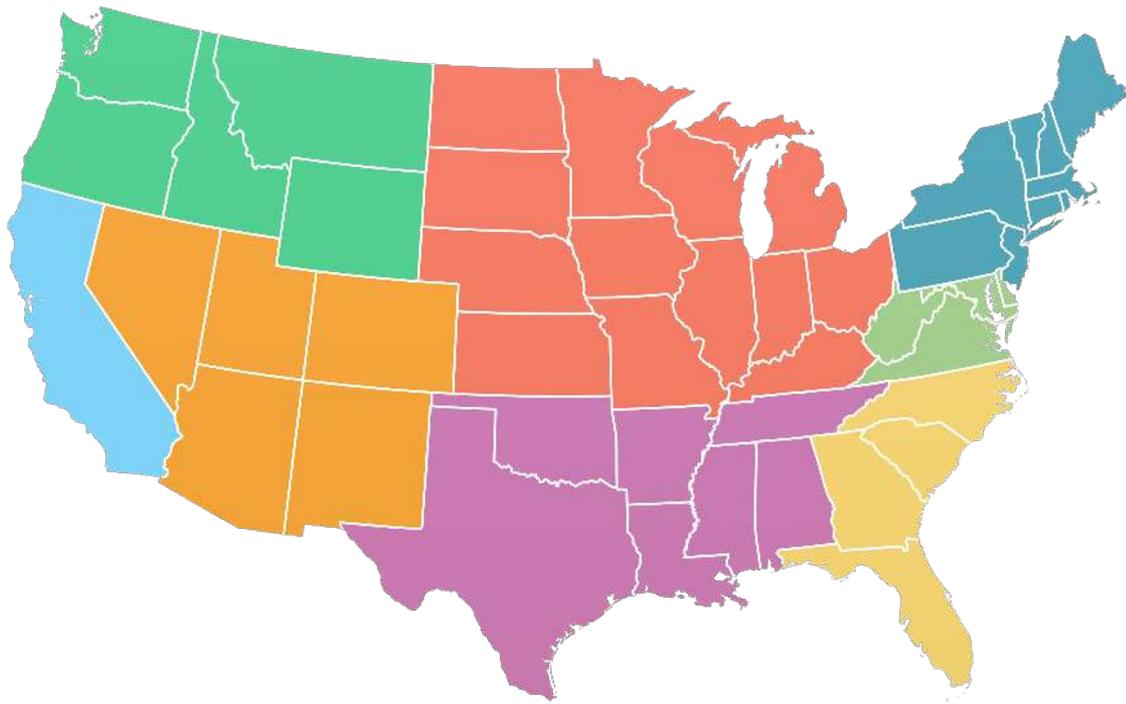
1. California: \$1,500 (can be divided)
2. Northwest: \$500
3. Southwest: \$500
4. Midwest: \$500
5. South: \$500
6. Northeast: \$500
7. Mid-Atlantic: \$500
8. Southeast: \$500

## 5% Discount for Each Additional Region

- 2 Regions: 5%
- 3 Regions: 10%
- 4 Regions: 15%
- 5 Regions: 20%
- 6 Regions: 25%
- 7 Regions: 30%
- 8 Regions: 35%

## No Long-Term Commitment Required

Contract term is typically month-to-month, but we can offer an additional 5% discount for annual contracts.



Pricing and terms subject to change without notice.

# QUALIFICATION



## DIRECT LENDERS ONLY

If the majority of your loans are brokered to other private lending companies or funded with a white label program, you would not qualify. If your loans are syndicated or table funded by individual investors (one investor one loan), we do consider you to be a direct lender.

## FOCUSED ON PRIVATE LENDING

If your company also provides consumer home loans or commercial permanent loans or small business loans, you would not qualify. We only list lenders that are 100% focused on private mortgage lending.

## REGIONAL LENDERS PREFERRED

We prefer to list lenders that are focused on one or a few geographic areas. We don't mind listing "national" lenders so long as there is a focus on loan type or property types.

## NO INDIVIDUAL PRIVATE INVESTORS

We don't list individual private investors, but there are some exceptions. The key element to determine this qualification is your continuity of available capital. If you do not operate a lending company, we may be able to connect you with loan originators that offer mortgage investment opportunities.

## ESTABLISHED

Your company must have at least 3 years of experience as a direct private mortgage lender.

## COMPANY SIZE

Minimum company size is 2. We don't typically list one-person companies but will consider case-by-case.



# INVESTOR LEADS

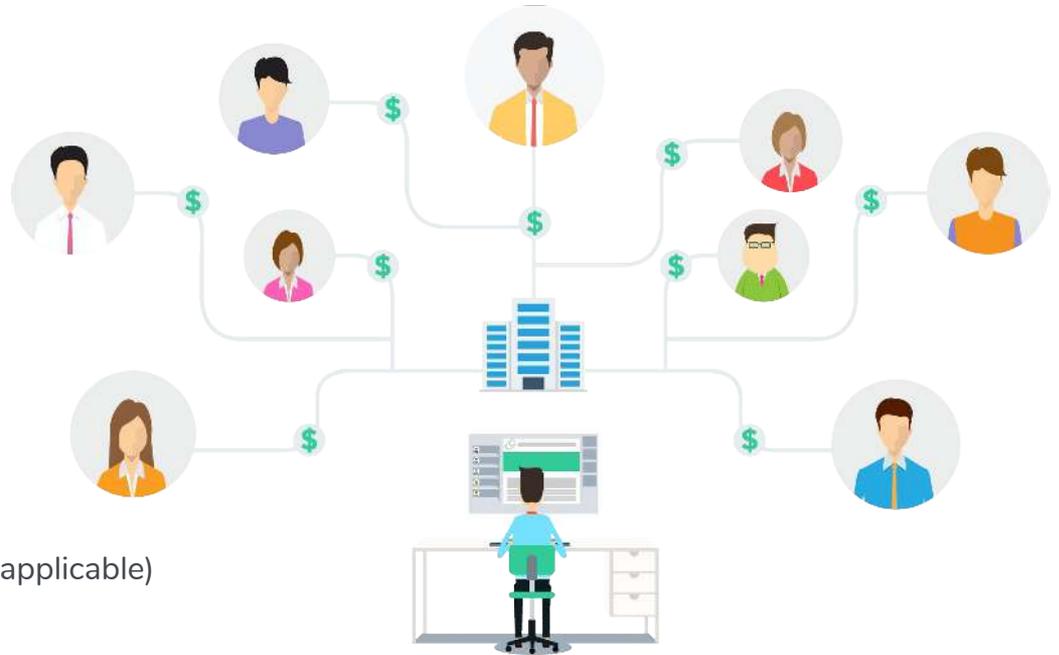


Use our platform to connect with Mortgage Investors that table fund loans, buy notes or invest in debt funds. Browse our Investor Directory or post a public advertisement.

- Log in to your dashboard to view the investor directory
- View each investor's profile
- Make contact with investors directly
- Post an ad for your Investment Opportunity

## Pricing for Investor Leads

- **Option 1:** 0.25% per investment
- **Option 2:** Percentage of Servicing Spread (if applicable)
- **Option 3:** Monthly Advertising Fee



# NEXT STEPS



## LET'S CHAT

Schedule a call so we can learn about your company and answer any questions you may have.



## SIGN CONTRACT

We'll send you an agreement from our online contracts software which you can e-sign. The agreement must be signed by a company's principal, legal counsel or authorized executive.

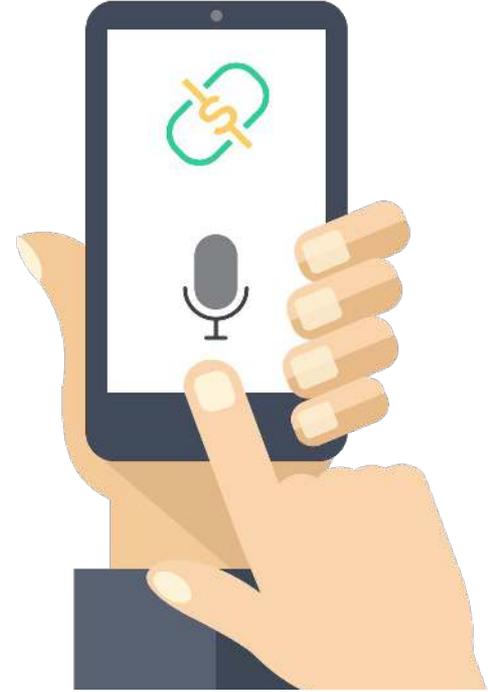
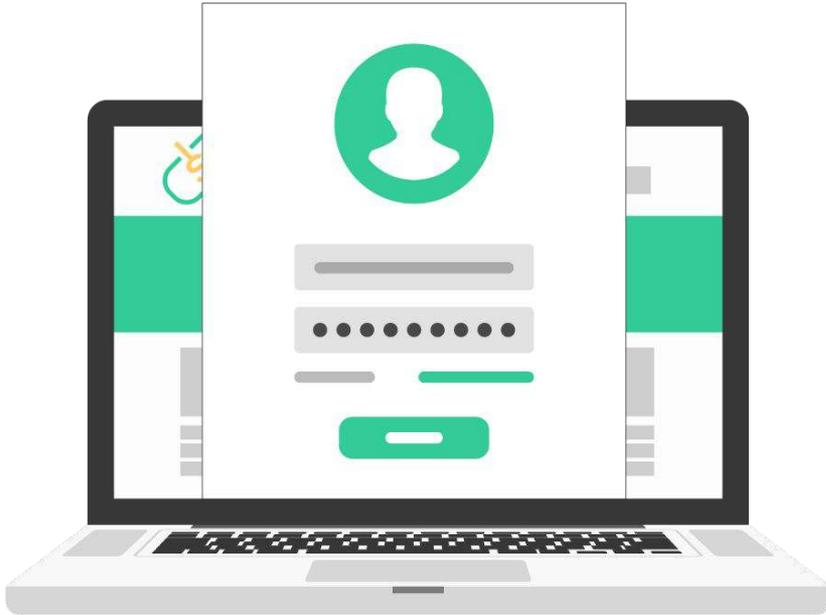


# FINAL STEPS



## PROFILE SET-UP

Click the 'Sign Up' link on the website and start filling out your profile. Let us know when you're done so we can review and approve.



## PHONE SYSTEM

We'll set you up on our phone system and will handle most of the setup for you, but you will need to record a voicemail greeting which callers will hear if you miss a call.

Let's get you some leads  
so you can lend out more  
money!

Contact Your Account Executive:

**Rocky Butani**

**650-226-4277 x102**

**[rocky@privatelenderlink.com](mailto:rocky@privatelenderlink.com)**



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