

**Plenti**

Plenti's **guide** to...

Home renovation loans

# Overview & Segmentation

## What are we providing?

- Some text that you may want to copy and paste into an email to send out to your customers who might be interested in refinancing their loan

## Which customers could be appropriate to target?

When considering who to target, you may want to think about:

- Customers who have recently taken out a home loan for owner occupied purpose
- Customers who settled a home loan in <6 months that might be looking to make some cosmetic enhancements to the home or garden
- Customers who have investment properties that want to make upgrades to their property and improve rental return.



# Marketing Support

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## How do I send this to multiple clients at once?

- Copy and paste your clients' email addresses into the BCC field of your email, that way your clients won't be able to see who else you have sent the email to.
- Always write your own email address in the "to:" field

## Can I add my own branding?

- You can create a simple branded header in PowerPoint or Google Slides.
  1. Create a rectangle approximately 3 – 4 cm high
  2. Fill it with your desired colour
  3. Copy and paste your logo onto the slide and resize to be about 1/6<sup>th</sup> of the width of the rectangle
  4. Drag and drop the logo onto your chosen place within the rectangle (we suggest left, middle or right hand side)
  5. Take a screenshot of your rectangle
  6. Copy and paste it into your blank email
  7. Resize and centre align



# Customers who have recently taken out a home loan for owner occupied purpose

**Plenti**

Good Morning/Afternoon

Congratulations on your recent property purchase, I hope you have settled into your new home comfortably.

I wanted to check in to see if you were thinking of making any improvements to your new home. Whatever project you had in mind - be it upgrading your bathroom or landscaping your backyard, I have access to fast, competitive finance options to help fund these home improvements.

Any structural or cosmetic improvements made to your property may add additional value to your home while providing you with more comfort and enjoyment.

## **What do you need to do?**

Give me a call or shoot me an email, I will review your renovation loan options to find the best provider for you. Depending on the provider, we could have your loan approved within one day, with no printed paperwork, all done from within the comfort of your own home.

I look forward to helping you explore your options soon.

Kind Regards,  
[Broker Name]

Customers who settled a home loan in <6 months that might be looking to make some cosmetic enhancements to their home or garden.

Good Morning/Afternoon

I wanted to check in to see if you were thinking of making any improvements to your home. Whatever project you had in mind - be it upgrading your bathroom or landscaping your backyard, I have access to fast, competitive finance options to help fund these home improvements.

Any structural or cosmetic improvements made to your property may add additional value to your home while providing you with more comfort and enjoyment.

**What do you need to do?**

Give me a call or shoot me an email, I will review your renovation loan options, to find the best provider for you. Depending on the provider, we could have your loan approved within one day, with no printed paperwork, all done from within the comfort of your own home.

I look forward to helping you explore your options soon...

Kind Regards,  
[Broker Name]

# Customers who have investment properties that want to make upgrades to their property and improve rental return.



Good Morning/Afternoon

Congratulations on your recent investment property purchase.

I wanted to check in to see if you were thinking of making any improvements to your property. Whatever project you had in mind - be it upgrading the bathroom or making structural improvements, I have access to fast, competitive finance options to help fund these home improvements.

Structural or cosmetic improvements made to your property may be adding additional value to your home while providing your tenants with more comfort and overall enjoyment.

In addition, these improvements will generally see increased marketability and higher rental income.

## **What do you need to do?**

Give me a call or shoot me an email, I will review your renovation loan options, to find the best provider for you. Depending on the provider, we could have your loan approved within one day, with no printed paperwork, all done from within the comfort of your own home.

I look forward to helping you explore your options soon.

Kind Regards,  
[Broker Name]