



Plenti

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

Personal 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 are saving for a home loan deposit
- Existing car loan customers who might be looking for extra cash to fund lifestyle assets

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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 1/6th 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 are saving for a home loan deposit



Good Morning/Afternoon

I'm checking in to see how you're tracking with your home loan deposit goals. I know how hard it can be saving for a deposit especially as the property market is showing resilience with growth experienced across most capital cities.

If you are looking to get onto the property ladder sooner, we may be able to provide additional financing options to help boost your deposit.

Did you know you could get a personal loan to increase your contribution or help cover any additional legal fees or stamp duty costs? This will allow you to secure your property sooner and I can do some research to help find you a very competitive rate.

Give me a call or shoot me an email, I will review your current financial situation and borrowing power to find the best provider for you.

I look forward to helping you explore options soon.

Kind Regards,
[Broker Name]

Existing car loan customers who might be looking for extra cash to fund lifestyle assets



Good Morning/Afternoon

I hope you have been enjoying driving around in your dream car. Did you know we can fund more than just vehicles?

Over the past 18 months, we have seen a surge in demand for personal loans to fund lifestyle assets such as boats, caravans, trailers and jet skis (just to name a few).

With international travel off the cards for several months, now could be a great time to fund that new piece of kit you've been thinking about.

Give me a call or shoot me an email, I will review your current financial situation and compare lenders to find the most competitive deal on your loan.

I look forward to helping you explore your options soon.

Kind Regards,
[Broker Name]