

ALIGNED MORTGAGE DRIVES \$5M IN VA LOANS IN LESS THAN 10 MONTHS BY PARTNERING WITH AHRN

SUMMARY



Aligned Mortgage was looking to increase website Military traffic, drive better Military leads and close more VA Military loans for select bases in California, Texas and Hawaii. Aligned Mortgage started working with AHRN to build customized advertising, geo-target the Military by installation state and grow their Military consumer base. Results showed outstanding campaign engagement, increased traffic generation and an overflow of loan volume in just months.

ABOUT AHRN



For almost 15 years, AHRN has been the #1 trusted housing platform customized to serve and support the military and their families move from one Military base to another worldwide. For Real Estate Agents and VA Mortgage Lenders, AHRN.com is a direct marketing resource to connect with the global military community who have a Permanent Change of Station (PCS) assignment into a new area or moving locally. AHRN display advertising helps businesses expand their visibility and reach by implementing targeted advertising strategies and driving AHRN Military leads.

ABOUT ALIGNED MORTGAGE



Founded in 2017, the “We are Aligned Mortgage” mission was to align the mortgage industry with U.S. Veterans. The goal was to provide education, transparency and unparalleled service to the nation’s heroes when it comes time to purchase or refinance a home.

The veteran-led business brings many years of mortgage industry experience and outstanding VA lending expertise. They are passionate about providing education to buyers and real estate partners alike, and proud to be a resource for all things VA home loan.

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We are extremely satisfied with the AHRN VA Lender Partner Program, and their team efforts to drive our recent outstanding business of Veterans, Active Military and Military Families. Our foundation in faith and dedication to community has connected us to succeed with AHRN.com. We are excited to continue our partnership with AHRN for the next 2 years to aggressively serve veterans and their families through education and facilitation of VA Home Loan Benefit.”

ALIGNED MORTGAGE BRANCH MANAGER
& VA MORTGAGE EDUCATOR

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AHRN'S STRATEGY

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As a Division of American Pacific Mortgage Corporation, Aligned Mortgage depended on a low-budget marketing plan to promote their services. After years of relying on their own marketing tactics and seeing very little return, Aligned decided to work with AHRN to break through the competitive clutter and build on their mission. AHRN's marketing expertise, military community database and professional advertising resources had made it easy and fast to target the right veterans at the right time. In an effort to reach the local demographic for building lifelong customers, AHRN created a multi-part Featured VA Lender campaign. The dedicated marketing team leveraged data-driven awareness to build custom ads, geo-target the Military by location and position Aligned Mortgage to Sales Qualified Leads.

10-MONTH ADVERTISING PACKAGE

Ad Exclusivity on the Featured VA Lender Homepage

- Custom Ad Creation • Company Biography • Multi-Photo Slide-Show • Direct Link to Website

Geotargeting the audience by installation in 3 states

Real-time generated inbound leads

RESULTS

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The Featured VA Lender Partner Program was successful in achieving all goals for the overall business objective. Both AHRN and Aligned Mortgage were satisfied with the quick results.

TOTAL LEADS

201

TOTAL OPPORTUNITIES

65

TOTAL LOAN COUNT

13

TOTAL LOAN AMOUNT

\$4,813,080