



CASE STUDY: Creating Brand Identity and Awareness



Background

B2R Finance, America's Buy to Rent Lender, is a leading provider of residential buy to rent mortgages for professional property investors. They offer cost effective and innovative financing alternatives dedicated to investors buying residential rental properties. They operate in partnership with the nation's leading residential real estate experts to ensure that their loan products and customer service are in the forefront of the growing residential rental investment market.

Challenges

- Create branding and awareness for customers, both nationally and in key markets throughout the US, as well as a strong presence within the mortgage and finance industry
- Convey investment opportunities and positive lending alternatives arising from the current mortgage challenges in key markets
- Drive qualified leads to B2R Finance through targeted traditional and digital marketing channels

Approach

- Developed the brand positioning, architecture, marketing strategy and operations plan
- Created a full brand identity package, corporate and collateral materials, sales flyers and digital assets for both internal and external stakeholders
- Launched B2RFinance.com website with multiple inbound sales triggers
- Created and execute a targeted media plan including print, online, social, search, conference, public relations and email
- Measured everything to optimize campaigns and increase qualified leads



Result

- In less than 12 months, B2R has become a major player in the rental property finance industry through the number of properties financed, size of deals and terms offered
- B2R's point of differentiation includes offering tailor made loan products for financing single family rental property portfolios with loan amounts between \$500,000 to \$50,000,000
- Media stories have appeared in the Wall Street Journal, CNBC, and local media across the U.S.
- B2R has met significant financial targets set forth by Blackstone, positioning them to continue toward their long term strategy
- B2R has closed loans in excess of \$200M towards their securitization plans