

# Grow Loan Volume and ROI With Multi-Product, Recurring Prescreens



*Consumers are ready to borrow again. Give them easy access to multiple, preselected loan products and watch response rates skyrocket.*

Harland Clarke's LoanEngine offers the ultimate consumer lending experience, while increasing your financial institution's loan volume, reducing loan acquisition costs and streamlining loan processes.

### **Remove Loan Application Anxiety, While Increasing Loan Volume Across Your Entire Portfolio**

Harland Clarke's LoanEngine provides a fast, proven means to prescreen and offer new home equity, auto, credit card and personal loans - all at once. It is powered by a unique multi-product decision engine that combines pricing automation, targeting and risk assessment to generate personalized offers appropriate for your financial institution's risk tolerance.

Instead of waiting for consumers to come to you to apply, LoanEngine enables you to proactively create and present multiple preselected offers across several product lines at once. Each one is tailored to individual consumers' creditworthiness, product usage and history. This "recurring loan prescreen status" gives consumers the ability to access, review and accept multiple offers at any time, anywhere.

## Put Loan Offers at Account Holders' Fingertips

Consumers demand seamless, convenient service experiences that give them information and access to funds when they need them. LoanEngine lets you extend preselected loan offers at every account holder touchpoint:

- Direct mail
- Email
- Online
- Mobile
- Teller line

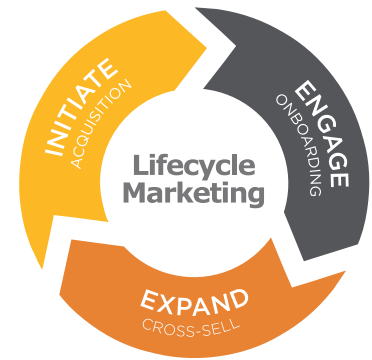
Not only does LoanEngine's omnichannel delivery system improve the account holder experience, it also creates new cross-selling opportunities for your financial institution.

## Increase Your Total Loan Portfolio Volume

LoanEngine drives growth across your entire loan portfolio, including product lines that don't typically receive the benefit of marketing support. You can drive additional revenue and ROI from every product category.

To learn more about how Harland Clarke can help you drive loan volume and improve return on marketing investment

call **1.800.351.3843**, email **contactHC@harlandclarke.com**,  
or visit **harlandclarke.com/LoanEngine**.



Harland Clarke's Lifecycle Marketing Solutions — powered by advanced analytics, insightful data and award-winning creative designs — drive engagement and profitability at every stage of the account holder relationship.

Through effective acquisition, onboarding and cross-selling strategies, we help our clients achieve primary financial institution status with their account holders.

### Acquisition

Reach prospects with targeted, effective communications that encourage new account openings and set the foundation for strong relationships

### Onboarding

Use relevant account holder data to deploy multichannel communications that effectively transition new account holders into satisfied, loyal customers

### Cross-sell

Increase the number of household products to capture full profit potential