

CASE STUDY: CIT

CHALLENGE

When Texas finally permitted lenders from other states to provide mortgage funds to local mortgage brokers, CIT/Consumer Finance wanted to gain a share of the market.

SOLUTION

Block & DeCorso designed a series of dimensional mailings themed **Loan Star** to emphasize CIT's lending capacity and responsiveness to those in the Lone Star State. Mailings included one that unfolded to a large circle and a miniature leather briefcase that held the CIT representative's business card. The outer label stated: **We can make a great case for your business.**

RESULTS

Over 50% of the recipients contacted CIT to set up appointments.

Contact us today to learn how your business can profit from our Brand-Edge™ Process.



BLOCK & DECORSO

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