

FEARLESS BRANDING

CASE STUDY: RESIDENTIAL GROWTH PARTNERS, LLC

Fearless Branding developed the brand positioning and a compelling name for a new mortgage

HomeSafe™ Cash Reserve mortgage

SUMMARY

Fearless Branding solved a difficult marketing puzzle for our client, Residential Growth Partners. They needed to understand who wanted their premium-priced mortgage and how they could position it in the market. Through Brand Vision, we helped Residential Growth understand:

The precise profile of their ideal clients

Entrepreneurs with irregular income who need help balancing growing a business with owning a home.

Why their product could command a premium price

The mortgage offers a unique product feature: the ability to skip monthly payments. Our research showed the client that this functional benefit translates to important emotional benefits – freedom and security – not offered by competitive mortgages.

How to communicate the unique value of the mortgage

The name HomeSafe™ Cash Reserve mortgage positions the product precisely in its market, speaking directly to the most important emotional and functional needs of the ideal customer.



Bill Hilliard
CEO
Residential Growth Partners, LLC

Your Brand Vision work allows us to articulate to potential investors and partners who our customer is and why they are attracted to our mortgage. Your work has definitely helped us in fundraising among investors.

Based on your research, we made a significant change in the payment structure of our mortgage. Customers said the change would not be a sales barrier. But it did make a big difference to investors, and it enabled us to address a major risk factor. We would not have been comfortable making this change had we not known the details from your interviews.

Our product's name, HomeSafe™ Cash Reserve mortgage will help us sell effectively. A clear market position and a strong name will enable our mortgage broker partners to communicate effectively with the right customers for our mortgage.



FEARLESS BRANDING

CHALLENGE

Residential Growth Partners, LLC, a group of sophisticated real estate investors, developed an innovative (and somewhat complex) mortgage to appeal to institutional investors.

To raise capital to launch the mortgage, Residential Growth needed to validate the market for the mortgage, identify target customers and define marketing messages.

BACKGROUND

How the mortgage works

The new mortgage allows high FICO borrowers with 20%+ equity in a single-family home to skip a substantial number of monthly payments with no penalty. In exchange they would pay a fee tied to their home's appreciation when they repaid their mortgage.

Investor Appeal

The Residential Growth mortgage provides an investment vehicle that allows institutional investors to have an equity stake in the appreciation of owner-occupied single family homes.

BRAND VISION PROCESS and STRATEGY

Residential Growth mortgage's Fearless Brand: The Provider

Residential Growth engaged Fearless Branding to develop the brand positioning strategy to launch its new mortgage. ResGrowth also used Brand Vision to prove to investors that there was real consumer demand for its product. Through Brand Vision, we conducted over 50 in-depth interviews with mortgage professionals and consumers. We determined:

Who wants the mortgage

Many mortgage brokers and borrowers told us they were not interested in Residential Growth's mortgage because it requires the borrower to share some of the home's appreciation. We continued to screen borrowers until we found the niche for this mortgage: **Business owners who needed to manage irregular income and cash flow.**

The benefits the mortgage provides

Functional benefits

These entrepreneurs place a high value on the mortgage's flexible payment schedule because it could help them manage the ups and downs of their business and cash flow.

Emotional benefits

The key finding from Brand Vision is that the "skip a payment" feature translates into critically important emotional benefits for the identified target market:

HomeSafe™ Cash Reserve mortgage is the provider of security and freedom.

For the target market of entrepreneurs, the mortgage offers key emotional benefits of a good parental provider. Because they can defer payments if their income drops, they are certain their home is safe. With this foundation of safety, they have the freedom to focus on what is truly important to them: building their business.

The emotional benefits of this mortgage justify its premium price.

FEARLESS BRANDING

INITIAL RESULTS

A brand position and name that communicate the mortgage's unique value

Working alongside a naming consultant, we guided the development of the mortgage's name. It will be launched as: **HomeSafe™ Cash Reserve mortgage**. After developing the name, we re-contacted the respondents. Virtually all said that the name and the underlying strategy resonated with them. One respondent, the owner of an emerging software company told me:

"This mortgage tells me 'we've got your back.' Run your business the way you want, and your home is safe."

Brand Vision gives you clarity about your ideal customer, what they need and how to communicate effectively with them. Call Robert Friedman to learn how Brand Vision can generate business for you.



Bill Hilliard
CEO
Residential Growth Partners, LLC

You exhibited great tenacity and commitment to making the project a success. It was harder to find the subjects than we originally anticipated. You did a great job identifying additional subjects that met our criteria and then conducted very useful interviews. **Other people might not have dug in as deeply. And then we might not have gotten the results we got and we would have missed an opportunity.**

I liked the structured approach you use to put a brand together through Brand Vision. I've seen other approaches, and I thought this was a particularly good one.

You also did a particularly good job of client reporting and interaction. I have worked with other consulting resources who weren't as good at that. Things can go awry with people who are not as diligent.

