

**satisfied  
customer**



**THE LENDER\*VP TUNE-UP HAS PROVEN IT CAN BRING POSITIVE RESULTS TO YOUR BOTTOM-LINE AND YOUR OFFICE EFFICIENCY.**

*"I just can't say enough about our Lender VP 'tune-up.' Geoff and his team conducted a full lending department analysis. Then they helped us put a plan together, and worked with us to make sure we were getting maximum results. We are. We're generating more income, we've reduced expenses, and we're working more effectively. I have been in the lending business for better than 25 years, and believe this to be one of the best investments we've ever made. Whether you choose the major tune-up, like we did, or decide to start out more modestly, you'll find out that the Lender VP team really delivers. You get hands-on assistance from professionals who work with over 150 credit unions on a regular basis. Take advantage of their expertise and you'll improve your operation too."*

**DAVE OHMAN, CEO  
FILER CREDIT UNION**

## **Proven to boost bottom line results**

**You and your Drivers will learn how a "Tune-Up" at the Lender\*VP Garage can increase your lending income, decrease expenses, and maximize staff productivity. You can add thousands to your bottom line. Choose the "Tune-Up" that best fits your needs.**

**Call for a  
FREE estimate  
800.285.5711**

**CERTIFIED MECHANICS**  
**GEOFF JOHNSON**  
gjohnson@cuanswers.com  
**X154**  
**JOHN YEOMANS**  
jyeomans@cuanswers.com  
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 **Lender \*VP**

# **Lending Tune-Up**

**IMPROVE  
YOUR LENDING ENGINE**



 **Lender \*VP  
Tune-Up**

**6000 28TH STREET SE  
GRAND RAPIDS, MI 49546**

**P 800.327.3478 F 616.285.0825  
LENDERVP.COM**





Choose the Tune-Up that is best suited to your operation. Our Lender\*VP mechanics are ready to take a look “under the hood”.

# 25,000 Mile Tune-Up

You'll “Amp-Up” profitability when you choose a Lender\*VP 25,000 Mile Tune-Up.

You get the complete 5,000 mile tune up, and a custom inspection followed by specific recommendations to increase your lending efficiency and profitability. Included is a one day on site visit from a Lender VP Team member. Visit [lendervp.com](http://lendervp.com) for your investment and program details. Your 25,000 Mile Tune-Up will include:

- The complete 5,000 Mile Tune-Up **plus** Lender\*VP “mechanics” your lending power plant and chassis a custom inspection.
- You'll get specific recommendations to increase your lending efficiency and profitability, to include expected results.
- Included is a one day on-site implementation and training visit from a Lender\*VP Team Member.
- One-time investment of only \$1,000, plus travel and expenses.

# 5,000 Mile Tune-Up

Make an immediate impact on your bottom line with a **FREE Lender\*VP 5,000 Mile Tune-Up.**

Delinquency Notices, 45-day 1<sup>st</sup> Payments, Risk Based Pricing Reviews, and Portfolio Analysis Reports can impact profitability--immediately. Do it yourself, or get help from the Lender VP Team. **It's FREE!**

The 5,000 Mile Tune-Up enables you to harness the power of existing CU\*Answers' tools to help increase income, decrease costs, and save employee time.

- A Lender\*VP staff member will review your tune-up options over the telephone, and will help you get started.
- One hour phone consultation is included-FREE.
- Additional consultations, and/or assistance at your location can be arranged for a modest investment.

# 50,000 Mile Tune-Up

Put your lending machine in overdrive with a Lender\*VP 50,000 Mile Tune-Up.

In addition to the 25,000 mile Tune Up, you'll get a detailed lending audit and diagnosis, followed by specific recommendations, an implementation plan, and a full year of hands-on guidance by a Lender\*VP specialist. Your 50,000 Mile Tune-Up will include:

- The complete 5,000 Mile and 25,000 Mile Tune-Ups.
- A complete lending audit and diagnosis by the Lender\*VP team.
- Specific recommendations to increase your lending effectiveness, along with an implementation plan.
- Assistance with marketing initiatives to follow-up on opportunities discovered.
- Monthly management reports and rate comparisons, custom tailored to your specifications.
- Quarterly on-site reviews
- One full year of hands-on lending performance support by a Lender\*VP specialist.
- Investment is only \$1,000.00 per month, plus travel and expenses.

