

Announcing the New Look for Sierra Pacific Web Sites!

Sierra Pacific is excited to announce the enhancement of our Retail and Wholesale pre-login web pages. Both sites have been updated with new photos, videos, text and streamlined information, giving a bold new look! More targeted and pertinent information to aid in the recruitment of new retail branches and brokers has also been added by providing information geared towards bringing on new business. Of course, we have kept the easy login for current customers.

Overview:

1. Modifications to the Retail and Wholesale pre-login web pages
2. Integration of the current stand-alone Retail web page to be re-directed to the corporate site
3. Addition of Search Engine Optimization keywords

Modifications to the pre-login pages:

1. Updated header and menu bar – Same look and feel with new streamlined tab Information
2. Home Landing Page: New bolder look with added video, attention-grabbing pain points, photos, and branch and wholesale-specific information.
3. Company Information: Relevant company information is now paired with the company map.
4. Become a Partner: Added video, Retail or Wholesale specific information and tabs to group relevant information such as:
 - Partnership Benefits: Bullet-points the benefits
 - Testimonials: Provides actual branch and broker testimonials of why they love Sierra Pacific
 - FAQs: Answers to the most pertinent questions available at a glance.
5. Added a Contact Us web page
6. Added a new method to contact us; a fill-in box. Whether Retail or Wholesale, the information is routed to the correct contact. Additional tab detail has been added, including Job Opportunities.
7. Removed Partnership Benefits web page (this information was added to Become a Partner page)

Integrated Current Stand-alone Retail Web Page: <http://www.spmretail.com>

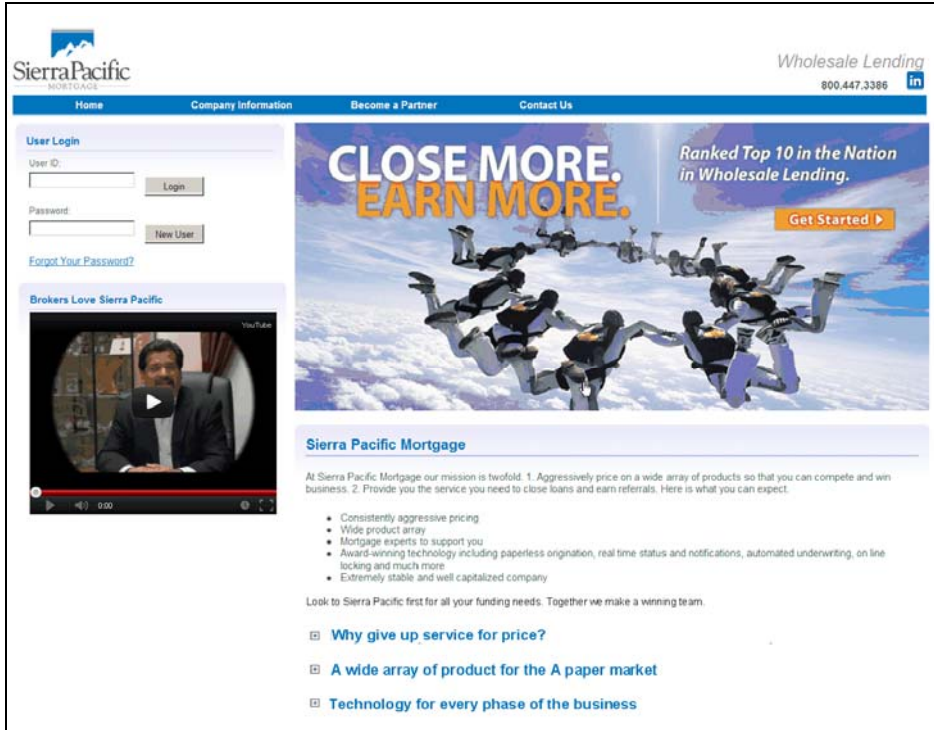
1. Integrated the information from the current stand-alone site into the updated Retail web pages and re-directed the stand-alone Retail web page to route to the updated site.

Search Engine Optimization:

1. Added keywords to improve visibility of web site in search engines "natural" or "un-paid" results.

See the next page for a sneak peek at the new look! > > >

Wholesale Homepage (Pre-login)



Sierra Pacific Mortgage

Wholesale Lending
800.447.3386 [in](#)

Home Company Information Become a Partner Contact Us

User Login
User ID:
Password:

[Forgot Your Password?](#)

Brokers Love Sierra Pacific

CLOSE MORE. EARN MORE.
Ranked Top 10 in the Nation in Wholesale Lending.
[Get Started ▶](#)

Sierra Pacific Mortgage

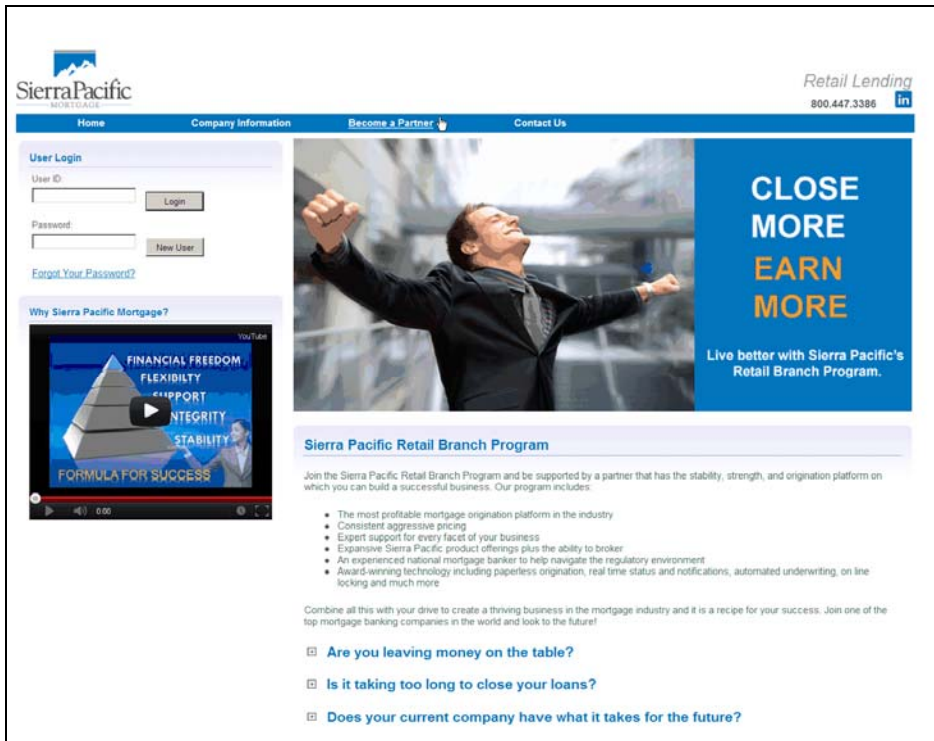
At Sierra Pacific Mortgage our mission is twofold. 1. Aggressively price on a wide array of products so that you can compete and win business. 2. Provide you the service you need to close loans and earn referrals. Here is what you can expect.

- Consistently aggressive pricing
- Wide product array
- Mortgage experts to support you
- Award-winning technology including paperless origination, real time status and notifications, automated underwriting, on line locking and much more
- Extremely stable and well capitalized company

Look to Sierra Pacific first for all your funding needs. Together we make a winning team.

- ▣ [Why give up service for price?](#)
- ▣ [A wide array of product for the A paper market](#)
- ▣ [Technology for every phase of the business](#)

Retail Homepage (Pre-login)



Sierra Pacific Mortgage

Retail Lending
800.447.3386 [in](#)

Home Company Information Become a Partner Contact Us

User Login
User ID:
Password:

[Forgot Your Password?](#)

Why Sierra Pacific Mortgage?

CLOSE MORE. EARN MORE.
Live better with Sierra Pacific's Retail Branch Program.

Sierra Pacific Retail Branch Program

Join the Sierra Pacific Retail Branch Program and be supported by a partner that has the stability, strength, and origination platform on which you can build a successful business. Our program includes:

- The most profitable mortgage origination platform in the industry
- Consistent aggressive pricing
- Expert support for every facet of your business
- Expansive Sierra Pacific product offerings plus the ability to broker
- An experienced national mortgage banker to help navigate the regulatory environment
- Award-winning technology including paperless origination, real time status and notifications, automated underwriting, on line locking and much more

Combine all this with your drive to create a thriving business in the mortgage industry and it is a recipe for your success. Join one of the top mortgage banking companies in the world and look to the future!

- ▣ [Are you leaving money on the table?](#)
- ▣ [Is it taking too long to close your loans?](#)
- ▣ [Does your current company have what it takes for the future?](#)