

## Vision, Mission, Value Drivers & Campaign Messages

### Vision

*"We ensure that our customers are always financially better-off every time Zeitro is part of their financial planning experience by empowering them with right tools, technology and information to confidently make the most optimal right decision for them.*

### Mission

*"Zeitro is redefining the mortgage shopping experience. We make the process easy, safe and transparent for our clients by leveraging the most advanced, yet easiest to use algorithms and financial information so that our clients feel confident that they've made the right mortgage decision every time; one that fulfills the needs of their current lifestyle*

### Value Drivers

1. We help the  $\frac{3}{4}$  of Americans who don't shop for a mortgage by doing the shopping for them.
2. We collect client information in a simple /coherent manner to turn the mortgage shopping experience into something quasi pleasant.
3. While doing so, we help our clients make an informed decision when choosing a mortgage.
4. We draw from an inventory of 100s (soon to be 1,000s) of loan products to find the best one for our clients.
5. We make the closing process easy through a digital-first process (unlike traditional lenders who put technology on top of their human-centric process). This translates into peace of mind that we found the best product for the client.

## Campaign Messages

*Zeitro gives you confidence and peace- of- mind in your mortgage decision. We take the mystery and burden out of mortgage shopping by simply and reliably leading you to the right lowest-cost mortgage option, right now*

*We empower informed decisions with easy-to-navigate and trustworthy information. We simplify the process and give all the details to those who want all the answers.*

*Click “close” knowing that your family are now financially better off.*

## Tagline

Love your Future