

LendSuite Software

Value Proposition, Target Audience, Brand Voice

1/23/25 – BM

Value Proposition

Empowering Short-Term Lenders with Integrated Software & Solutions

LendSuite, the parent company of Infinity Software, EPIC Loan Systems, and Tekambi, provides advanced loan management and underwriting tools to streamline lending operations, scale businesses, and drive success—all with an unwavering commitment to your unique needs.

Target Audience

Short-term and small-dollar lenders, including online, storefront, and tribal lenders, seeking scalable, reliable, and compliant loan management and underwriting software to optimize operations and grow their businesses.

Brand Voice for LendSuite Software

- **Knowledgeable and Trusted:** Speak with the authority of **industry veterans** who deeply understand lenders' challenges and goals.
- **Empathetic and Collaborative:** Show a clear commitment to understanding and prioritizing client needs with a tone that fosters **partnership**.
- **Forward-Thinking and Innovative:** Emphasize a proactive and **solutions-driven voice that aligns with the fast-evolving lending industry**.
- **Integrity-Focused:** Highlight independence and **transparency** to build trust and reassure clients of unbiased support.
- **Empowering and Solution-Oriented:** Inspire confidence by presenting LendSuite as the **ultimate partner for scaling and optimizing lending operations**.