

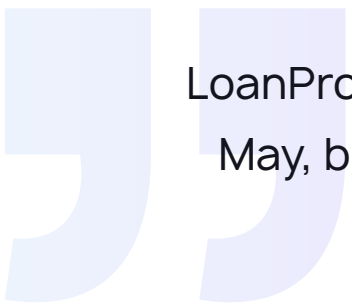


Case Study

Paving the way for leasing companies on LoanPro's platform

Company overview

Own.lease, a new and innovative lender founded by Zack Vandenberg in 2022, offers flexible leasing options for products ranging from furniture to electronics, without credit requirements. They also offer customers the flexibility to align payment with their paydays, making ownership accessible to a broader audience. Since launching with LoanPro, Own.lease expanded to 30,000 customers within a year, leveraging LoanPro's modern credit platform. In their vision for the future, Own.lease aims to quadruple their current growth rate, and with LoanPro's support, this goal can be turned into reality.



LoanPro was a bigger solution for where we started last May, but I am absolutely thrilled that I did not choose a lesser solution to be where I am today.

Zack Vandenberg, Founder & CEO Own.lease

Key Benefits

API-first architecture: LoanPro's extensive API documentation demonstrated its ability to easily integrate with other software and perform automated actions.

Comprehensive solution: LoanPro's end-to-end solution eliminated the need for Own.lease to integrate multiple systems, saving time and resources.

Scalability: LoanPro's system efficiently handled significant volume even with a small team, showcasing its scalability and robustness.

Pre-built reports: LoanPro's accurate and user-friendly reports enabled Own.lease to make timely data-driven decisions.

Partnership support: LoanPro's team showed a genuine commitment to solving Own.lease's challenges, fostering a strong partnership based on mutual respect and collaboration.

Key Outcomes

Rapid growth: Own.lease expanded from zero to 30,000 customers in just 12 months.

Operational efficiency: Leveraged a robust system to grow with limited personnel while preventing disruptions to their performance and processes.

Finding the right solution for leases

When Vandenberg embarked on the journey to find the most suitable loan management system (LMS) for his business needs, he found a market filled with hollow promises. Many providers claimed to offer comprehensive solutions but failed to provide concrete evidence or necessary documentation to support their claims. The turning point for Vandenberg was a serendipitous Google search and a conversation with LoanPro's sales staff, which led to a significantly different and positive experience compared to other providers.

LoanPro stood out by immediately sharing complete API documentation, providing Vandenberg's tech team with the confidence they needed in order to trust LoanPro's capabilities. Additionally, LoanPro provided a detailed chart illustrating what their platform

could do, including third-party integrations, offering Vandenberg a clear visual of how Own.lease's needs could be met. This comprehensive overview helped Vandenberg ensure that all critical functionalities, from agent collection processes to CRM integration, were covered.

When asked why Own.lease didn't build a solution themselves, Vandenberg explained that none of the people he was working with at the time felt up to the task. "The cost for me to build out would have been 5 times what I paid to get up and running with LoanPro," Vandenberg stated. He went on to say that if Own.lease had attempted to build something themselves, there would have been no guarantee that the end result would be what was actually needed.

Challenges faced by leasing entities

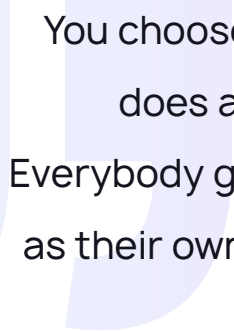
Some of the gaps Vandenberg noticed in leasing platform capabilities included items that he felt should be industry standards. Many of the systems he evaluated lacked robust accounting functionalities and often required manual processes for tasks like loan booking and payment recording. When asked what attracted Own.lease to partner with LoanPro, Vandenberg chuckled and acknowledged that although LoanPro offered several appealing tools (including the above-mentioned functionality), it initially lacked some functionalities necessary to fully support Own.lease. However, he developed trust in LoanPro's ability to expand their offerings after reviewing the API documentation in detail. Fortunately for Own.lease, Vandenberg's trust was not misplaced and LoanPro proved to be up to the challenge.

Success with LoanPro

Since launching with LoanPro in May 2023, Own.lease has achieved impressive growth, scaling from zero to over 30,000 customers within 12 months. This growth was managed efficiently with a team of five employees, leveraging LoanPro's robust system to handle the entire business operations smoothly. Vandenberg highlighted that without LoanPro, managing this scale of operations would have been impossible and would have required significantly more resources on their end. Vandenberg stated, "LoanPro was a bigger solution for where we started last May, but I am absolutely thrilled that I did not choose a lesser solution to be where I am today. " Vandenberg succinctly captured the peril of neglecting vital investments in business infrastructure; while choosing a lesser solution may yield immediate savings, it inevitably leads to higher costs over time through inefficiencies, business disruptions, and missed opportunities.

Conclusion

Vandenberg and Own.lease's journey with LoanPro highlights the importance of creating strong partnerships. This partnership has proven essential for Own.lease's achieving rapid growth and operational efficiency. LoanPro's system has not only met but exceeded expectations, facilitating Own.lease's expansion from zero to 30,000 customers in just a year. We value the trust Own.lease has placed in our technology and support teams, and we are committed to continuing this partnership to drive even greater success in the future. This is just one example of how LoanPro's solutions are opening doors for innovative businesses seeking scalable growth.



You choose to do business with people you like. I think LoanPro does a really good job of creating that family environment. Everybody genuinely cares and is looking to solve your problems as their own. Not a lot of people are that way. It's a special place to me where I feel LoanPro is family.

Zack Vandenberg, Founder & CEO Own.lease