

# Premier Nationwide Lending Launches New Website, Logo

*Premier Nationwide Lending, a leading mortgage lender for more than two decades, has launched an updated logo, website, and branding suite.*

DALLAS , TEXAS , UNITED STATES, June 26, 2018 /EINPresswire.com/ -- Premier Nationwide Lending, a leading [mortgage lender](#) for more than two decades, has launched an updated logo, website, and an overall company rebrand. The new platforms can be viewed at [LoansbyPremier.com](#).



PREMIER  
NATIONWIDE LENDING

Premier Nationwide Lending launched a new logo and website this week.

Announced earlier this year, Premier's rebranding efforts have been steered by [Murdock Richard](#), the organization's founder and CEO, in partnership with [The Richards Group](#), one of the nation's foremost design and branding agencies. Anisa Johnson, a longtime veteran of the mortgage industry, was hired as VP of Marketing to help spearhead the project.

According to Richard, the new website will improve both customer experience and satisfaction.

"The time and resources that have been invested in our new system will enable us to provide more responsive customer service by making our loan process easier," Richard said. "It will provide timely customer updates and permit us to consistently market to our ever-expanding client base. One of our most important developmental goals is to help establish a lifetime customer base, earned by providing exemplary service one client at a time."

The website and new branding suite will also better reflect Premier's reputation for providing stellar customer service and exceeding expectations during the mortgage process according to Kyle Purdy, brand manager at The Richards Group.

"Their new branding more accurately reflects the company's culture of innovation, creativity, and commitment to customer service. Implementing such a bold change requires courage and foresight, and their decision to do so will catapult them to a premier leadership position in the industry," Purdy said. "Clean, intuitive, and consumer-friendly - a very simple interface for both customers and their loan officers. We at The Richards Group are very fortunate Premier chose us to help them bring this to the market."

To view the elevated look that now matches their standard of service, visit [LoansByPremier.com](#).

Anisa Johnson  
Premier Nationwide Lending  
972-398-0905  
[email us here](#)

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2018 IPD Group, Inc. All Right Reserved.