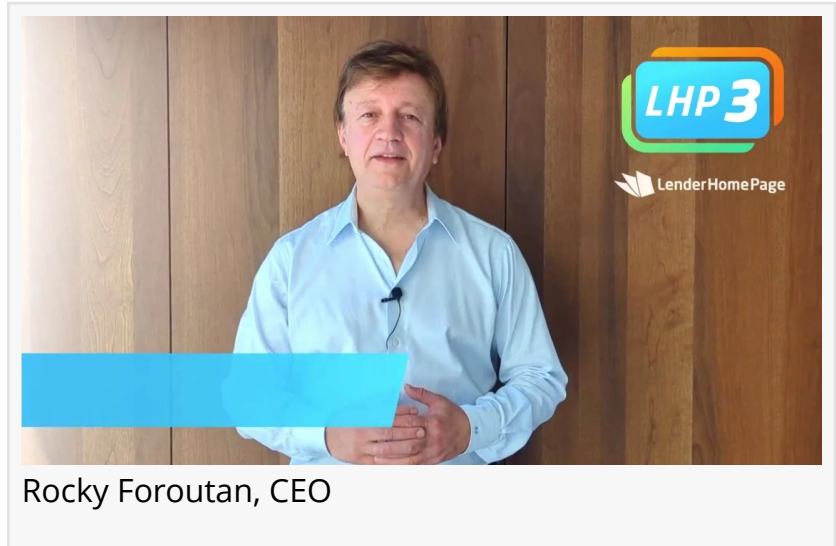


# LenderHomePage Launches New AI-Powered Mortgage Website Builder - Leapfrogs Competition

*LHP-3 is designed to empower individual MLO's and to scale up to support the largest Mortgage Enterprise*

SANTA ANA, CA, USA, August 17, 2023  
/EINPresswire.com/ --

LenderHomePage, the leading provider of digital tools and marketing solutions for the mortgage industry, is thrilled to announce the launch of its groundbreaking AI-powered Website Builder, LHP-3. Designed for the modern mortgage professional, LHP-3 is an innovative tool revolutionizing intuitive web design, content creation, and lead generation.



Rocky Foroutan, CEO

“

We are excited to introduce our new AI-powered Mortgage Website Builder, revolutionizing how mortgage professionals boost their online presence”

*Rocky Foroutan, CEO*

Harnessing the power of AI, LHP-3 empowers originators to effortlessly create stunning, customized websites along with well-crafted content and conversion tools to boost online visibility and create captivating online experiences that align with their unique brand identity.

With LenderHomePage's new LHP-3 Website Builder, mortgage professionals gain access to a wide range of game-changing features:

- AI-Powered Content Creation: Leveraging artificial intelligence, LHP-3 streamlines the process of crafting engaging, on-brand messaging that resonates with the target audience, saving time while maintaining a personal touch.

- Social Media Content and Automation: LHP-3 revolutionizes social media marketing for mortgage companies. Automatically generates branded content tailored to each company's

unique identity, enhancing their social media presence. It also empowers loan officers with personalized content, including their headshots and personal application links, to build stronger connections and increase traffic to their website.

- **Embedded Website Analytics:**

Comprehensive embedded website analytics offer in-depth insights into visitor behavior, traffic sources, and conversion rates. Armed with this invaluable data, mortgage professionals can make data-driven decisions and optimize their online presence for maximum impact.

- **Lead Funnels:** LHP-3 simplifies the creation of lead funnels, seamlessly integrating them into your website. These funnels efficiently capture and nurture potential leads, providing a smooth and engaging experience for potential borrowers. With effective lead management and conversion strategies built in, mortgage professionals can experience increased prospect engagement with higher conversion rates.

- **Landing Page Builder:** LHP-3 features an intuitive landing page builder, empowering mortgage professionals to create high-converting landing pages effortlessly. With customizable templates and a user-friendly interface, lenders and originators can launch targeted marketing campaigns and capture leads effortlessly.

- **AI-Powered SEO:** Content and on-page optimization aided by AI.

- **Loan Officer Pages:** Dedicated pages for individual loan officers allow them to showcase their expertise, achievements, and contact information. These personalized pages foster trust and stronger connections between loan officers and potential clients.

- **"Stackables" for code-free web design:** The platform's innovative "stackable" editing feature enables users to easily add, arrange, and customize pre-configured website elements. This flexibility and simplicity empowers mortgage professionals to design visually stunning websites that reflect their unique brand identity.

- **Enhanced Page Speed for Improved SEO:** LHP-3's AI-enabled Website Builder prioritizes page speed optimization, improving search engine rankings and enhancing user experience. With faster load times, mortgage businesses can boost their website's visibility, attract more organic



The advertisement for LenderHomePage LHP-3 features a blue background with a white robot character holding a sign that says "LHP 3". The text "NEW AI-Enabled MORTGAGE WEBSITES" is prominently displayed in white and blue. Below this, three bullet points list features: "Better Functionality", "New Designs", and "Easy To Customize". A screenshot of a mortgage website interface is shown in the upper right corner, with a notification that says "Chad-LHP has some suggested content for you!". The LenderHomePage logo, consisting of three overlapping triangles in green, orange, and blue, is positioned on the left. The text "LenderHomePage Your Digital Mortgage Platform" is centered at the bottom, with "LHP logo" written below it.

traffic, and stay ahead in the competitive landscape of search engine optimization (SEO).

"We are excited to introduce our new AI-powered [Mortgage Website Builder](#), revolutionizing how mortgage professionals boost their online presence," said Rocky Foroutan, CEO of LenderHomePage.

"With intuitive web-design capabilities, AI-powered content, branded Social Media, lead funnels, landing pages, and advanced analytics, our platform empowers mortgage companies of all sizes to establish a powerful digital presence, engage potential borrowers, and drive business growth. It sets a new standard for digital marketing in the mortgage industry."

LenderHomePage's AI-enabled website builder is now available to mortgage professionals seeking to elevate their online presence and enhance customer engagement. To learn more and request a live demo, visit [LenderHomePage.com](#).

About LenderHomePage: LenderHomePage is a leading provider of digital marketing solutions for the mortgage industry. Their innovative platform empowers mortgage professionals to build a powerful online presence, create a robust realtor referral network, and elevate the borrower's journey to maximize profitable lead generation. With cutting-edge technology and a customer-centric approach, LenderHomePage continues to revolutionize the digital landscape for the mortgage industry.

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