

With a signature makeover from Cougar Digital Marketing every e-mail you send becomes an opportunity to build your brand. Clean, professionally branded signatures with a focused call to action will build brand equity and drive traffic to your website. You're already sending tons of e-mail, what are they saying about your brand?



Branded Email Signatures

## Benefits of an upgraded e-mail signature:

- Cohesive brand image building
- Company wide consistency
- Dedicated calls to action
- Trackable URLs for analytics
- Customizable images
- Social media links

## BRANDED SIGNATURE CASE STUDY

A Cougar Digital Service

### Old Company Signatures

**James R. Atwood II**  
Desert Canyon Mortgage Company, LLC  
NMLS#64525  
Loan Originator, NMLS #730808  
You May Apply Online [HERE](#)  
509-491-3200 Office  
509-301-6106 Cell  
888-505-2937 Fax  
[www.desertcanyonmortgage.com](http://www.desertcanyonmortgage.com)  
[www.facebook.com/jamratorwood/](https://www.facebook.com/jamratorwood/)

8500 W. Gage Blvd., Suite A  
Kennewick, WA, 99336

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**Brittney Pogue**  
Loan Originator, NMLS #1598284

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[Click here to apply!](#)

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**Joshua McKenzie**  
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### New Company Signatures

**James Atwood** NMLS# 730808  
Mortgage Maestro  
Desert Canyon Mortgage Company

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Vancouver 1220 Main St., Suite 402, Vancouver, WA 98660

**THE MORTGAGE RATE LEADER.**  
NMLS #64525  
Watch our 2 minute video that explains... **HOW MORTGAGE PRICING WORKS!**

**Brittney Pogue** NMLS# 1598284  
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**Josh McKenzie** NMLS# 1132885  
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