



**FOR IMMEDIATE RELEASE**

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### **Willow Bend Mortgage Unveils New & Improved Website**

**PLANO, Texas** (April 8, 2013) - Willow Bend Mortgage has announced its new and improved website. The new design was inspired by employees and a primary goal to make it more user friendly and resourceful for customers with tools to better prepare them for the mortgage process whether it be through buying or selling a home.

Willow Bend Mortgage, a Shaddock Company, has moved their marketing and website management in-house which has enabled them to customize the site to be exactly what they need and change accordingly over time. "We wanted to be able to give our clients what they need and improve as we go forward and by having these resources in-house we have been able to develop a website centered on what the customer is looking for and what they need." explains Willow Bend Mortgage President, William Shaddock Jr.

With the Marketing & Communications Department having control of Willow Bend's gateway online, they are able to make changes at any time, add notifications to alert their customers of any market changes and news that might affect their mortgage decisions, and much more. "Marketing strategies change at a much faster rate these days..." says Lauren Wright, Marketing Director for Willow Bend, "you have to be able to adjust accordingly in terms of staying up to date and that includes a company's website."

Willow Bend plans to incorporate a company blog into their website within the next year which will provide advice and in depth home loan scenarios by experts in the industry along with many other tools for consumers.

#### **About Willow Bend Mortgage**

Willow Bend Mortgage was founded in North Dallas by Bill Shaddock in December 1993. It was formed as a small brokerage shop built on servant leadership principles. Over the next 20 years, the leadership, which is still in place today, has organically grown Willow Bend Mortgage into a full scale, statewide, mortgage banking operation with offices now in the Dallas/Ft. Worth, Houston, Austin, San Antonio, McAllen, and Corpus Christi metroplexes. The company is now headquartered in Plano, Texas and annually generates \$400 to \$500 million of single family mortgages in the great state of Texas.

Willow Bend Mortgage loan officers pride themselves on building relationships with their clients by putting their clients' interests first and navigating them through today's over-regulated mortgage environment with a product mix, expertise, and operations staff that is second to none.

To learn more about Willow Bend Mortgage Company and its programs, please visit [www.willowbendmortgage.com](http://www.willowbendmortgage.com).

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