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Dear Management: (2 of 2) Branding dollars... where do you spend???  
  
And because I am nothing without humor... here's my IDEA #2.  
  
I call this one, "Scooby Easy".  
  
Repeat of (1 of 2)...  
  
The eternal question, spend at the company level (like the big banks do... feeding their lo's originations) or at the loan officer level (where the connections/referrals to the borrower are).  
  
If I were asked, I'd say... BOTH!  
  
Do a campaign where you promote the company and ALSO spotlight your LO's.  
  
This creates name recognition for the company (to potential borrowers and outside LO's looking in)...  
  
SO THEY WANT TO COME TO YOUR COMPANY...  
  
And also spend money spotlighting various loan officers (to be recognized by potential borrowers)...  
  
WHICH IN TURN, STRENGTHENS THEIR BOND TO YOUR COMPANY.