



On-Screen Testimonials Helps This Mortgage Broker Build Trust with Clients

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JOSE SAHAGUN, BRANCH MANAGER AND LOAN OFFICER BIG VALLEY MORTGAGE

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Helping people purchase and refinance homes is what **Big Valley Mortgage** does best, and this California-based retail mortgage banker has a list of happy clients to prove it. The broker, which is an individual branch under the American Pacific Mortgage umbrella, uses Raydiant in the lobby of its Madera office to showcase client testimonials, post upcoming community events, and more. We chatted with Big Valley Mortgage’s Branch Manager and Loan Officer, Jose Sahagun, to find out how they use Raydiant signage in their office to boost business.

Client Testimonials Show “Legitimacy” and Professionalism

Big Valley Mortgage uses a Raydiant-enabled screen in their lobby to improve their customer experience by providing dynamic digital signage that engages their clients. One way they do this is by highlighting client testimonials on screen. “The Raydiant device in our lobby has worked out great,” says Sahagun. “People come in and, as they sit in our lobby, they see photos of happy clients that have closed transactions at our office.”

“I think it boosts our legitimacy,” says Sahagun, about the benefits they’ve enjoyed using their Raydiant screen in this way. “Clients see other clients we’ve helped, and their families, and they say ‘Okay, they’re good people, they have a good reputation, and they’re very professional about how they display their work.’”

When asked would Sahagun recommend Raydiant to other offices, he replied: “Yes, I think other offices can benefit from it,” adding that he’s already recommended it to those in his network. “I believe that Raydiant helps businesses display their work in a professional manner.”



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Showcasing Local Events and Being Part of the Community

Along with happy customers, Big Valley Mortgage loves to showcase their community with on-screen promotions of upcoming events. “We post them on our screen, and clients see it and say ‘Okay, these people are in the community,’” Sahagun says, stating that being a part of the community is an important part of their job.

Using Raydiant’s large library of apps gives Sahagun access to easy-to-use design tools like PosterMyWall, which he uses frequently and finds easy to use. With over 150,000 HD and 4K templates to choose from, Sahagun can create gorgeous, animated posters, videos, and slideshow presentations that look like they’ve been designed by a professional. He can then pull it all together with a live events calendar that syncs with his Google calendar, so that the on-screen calendar automatically updates anytime he makes changes.

Displaying Industry Trends and Simplifying Complex Data

Raydiant can also be used by brokers like Big Valley Mortgage to display industry and market trends and graphs. They might use the Multi Zone feature to display their main message on screen, while live news and weather feeds show on the side or bottom screen. Content that highlights promotional loan rates, local mortgage rates, housing market trends, and industry data can be easily uploaded or created using our drag-and-drop design tools. Once done, they can showcase this data on their lobby and office screens. Plus, with Raydiant, it’s easy to update content as rates shift or the market changes.

A Cloud-Based Interface That Connects the Team

Whether it's to connect the team across multiple offices, or to connect a fully or partially remote team, Raydiant is a useful tool for keeping everyone on the same page. Along with their customer-facing signage, Big Valley Mortgage also uses Raydiant in this way, virtually meeting and visiting with team members. "We use it for our pipeline reviews," says Sahagun about Raydiant's BlueJeans video conferencing app. "So whether they are working in another office or from home, all our team members can be looking at the same thing. That way, we can have a Zoom call or meeting, and everyone can be on the same page."

Like Big Valley Mortgage, Raydiant customers can enjoy clear, HD video conferencing through our integrated BlueJeans app. With BlueJeans, you can conduct job training sessions, live webinars, and other virtual events for your employees. Customer-facing businesses can also use it to virtually visit and assist customers in other locations. The Raydiant interface as a whole is easy to use and update, as it functions in a secure cloud that is constantly updating for optimal performance. Plus, the cloud-based system gives employees like Big Valley's the flexibility of tying in from other locations to meet and collaborate, or to make changes to in-office signage.

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Big Valley's Big Plans for Raydiant

When asked how Big Valley Mortgage plans to use Raydiant in the future, Sahagun had several ideas, including signage for trade shows and community events. Many of our customers use Raydiant-enabled screens in this way, as bold booth visuals that bring in foot traffic and start conversations. Our clients love Raydiant because it's a fully immersive platform that brings sight and sound to their booth displays, with interactive content like videos, moving imagery, and background music.

Since Raydiant's remote interface can be accessed anywhere and from any device, it's easy to program and update from anywhere, like a trade show booth or out-of-office event. The system also acts as a multi-purpose sales tool, letting you show more in-depth content to those interested in learning more about your products or services, and then going right back to displaying your scheduled on-screen content when you're done. When you're ready take a break from the booth, or mingle with your community, simply set your signage to automatically display your content on a loop, or easily schedule different content to display at different times, so that even when you're not there, you're selling.

About Raydiant for Offices

Connect with your employees, communicate important updates, and celebrate your team with Raydiant. Offices love Raydiant because it allows them to easily make and display attention-grabbing signage their employees and customers can't miss. Raydiant also helps businesses save time and money by streamlining internal processes, acting as a digital "office communications board" for posting KPIs, policy updates, meeting notices, calendars, employee appreciation messages, and more. Plus, Raydiant-enabled screens can be used to welcome clients and guests, act as an "infotainment center" for employees taking a break, or display promotional content in your lobby and common areas. Raydiant is a turnkey, multi-functional office tool that provides clear, consistent communication where and when you need it.