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Parkside Lending Announces New Brand



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[Parkside Lending](#), a national wholesale and correspondent lender, has launched its new corporate brand, which is epitomized by a new tagline: *Experience the power of caring*. The company, known for providing a more thoughtful borrowing experience, has been experiencing substantial growth and wanted to ensure all aspects of its brand were consistent across the country.

"We launched our new brand at an employee conference because it is our employees who have internalized and instituted the principles that are fundamental to our brand. They are the face of Parkside Lending," said Matthew Ostrander, chief executive officer of Parkside Lending. "From start to finish, the key to our unique approach is caring."

In conjunction with its new brand, the company is also launching a new public website that will help familiarize visitors with Parkside Lending, as well as present information about partnering with the organization and opportunities for doing business together.

"After launching a new, easy-to-use, intuitive broker and correspondent Web site last year, we wanted to ensure that anyone who visited our public Web site would quickly see that we are a growing organization with much to offer—and that the basis for every transaction involves a genuine concern for our clients and their customers," Ostrander said.



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Ostrander co-founded Parkside Lending in 2004. He and his management team successfully navigated the mortgage deterioration of 2007-2008, and have steered the company onto a strong national path. His history of building companies from start-up to success includes experience across an array of industries, from music and interactive media, to medical software and entertainment production.

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