**CUSTOMER PERSONA: CORPORATE LENDER**

**CEREBRO PRODUCT(S): LENDER NETWORK MEMBERSHIP**

**CHANNEL PARTNER: CAC SPECIALTY (CAC)**

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**TEXT FOR EMAIL:**

**[Dear Lender]**

I’d love to introduce you to an exciting financial technology company, Cerebro Capital. They were founded by a former commercial banker who saw big inefficiencies in sourcing deals and managing loan compliance across his portfolio of corporate borrowers. With 650+ lenders already using Cerebro, their services could be tremendously valuable to you as well.

**New Loan Sourcing**

Cerebro Capital is the first middle market debt placement platform connecting corporate borrowers and lenders via data-driven matching algorithms and analytics.

Benefits include:

* Pre-qualified deals matched based on the relationship managers’ profile filters
* FREE – deal notifications send straight to their inbox
* Deal invites include fully populated data room to streamline approval process
* Sign up is easy and takes just 15 mins

Please use this link to learn more and get signed up for a terrific new lead generation source: [CEREBRO LENDER NETWORK](https://www.cerebrocapital.com/lender-faqs/?utm_source=channel-partner&utm_medium=cacs)

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