Quicken's company culture is the bond between its workforce and its workplace. Learn how teaming with Purchasing Power helped Quicken Loans boost workplace morale with a benefits program that empowered its team members.

When you’re a proven loan company, you lend your team members a hand.

CASE STUDY

CLIENT SINCE AUG, 2012

RESULTS AS OF JAN 1, 2017

<table>
<thead>
<tr>
<th>Eligible Employees</th>
<th>Orders Taken</th>
<th>Repeat Buyer Frequency</th>
<th>Annual Utilization Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>15,878</td>
<td>7,407</td>
<td>67%</td>
<td>20%</td>
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</tbody>
</table>

Average program utilization rate is 10-20%
Quicken Loans had always made its benefits prominent.

*We made them more pertinent.*

Quicken Loans was experiencing a surge in team member growth, which meant it needed to make its benefits package more lucrative, without taking on additional administrative cost or burden. It knew attracting and retaining the talent it needed was not going to be achieved with the typical 401k offering, so it sought out new solutions. It found Purchasing Power.

“When you’re buying a new house and don’t have money to purchase furniture, with Purchasing Power our team members can get that furniture! That’s certainly a morale booster for that team member.”

- Benefits Specialist, Quicken Loans

Quicken Loans knows you can’t put a price tag on showing employees you care. Because it means everything, and with Purchasing Power — costs nothing. By teaming with Purchasing Power, the workplace became even more of a happy place for team members.

Team Relations Specialists at Quicken Loans decided to partner quickly with Purchasing Power once it saw how its purchase program could empower its employees at low cost and minimal management. Since entering into the partnership, Quicken Loans has seen high engagement rates in the program, and Purchasing Power is one of the first benefits mentioned to new employees.