

# KASASA

## **Kasasa® Reinvents Lending with Kasasa Loans™**

*Kasasa creates a new type of loan whose “take-back” feature is preferred by 9 out of 10 consumers over other loans*

**AUSTIN, Texas, Sept. 21, 2017** – [Kasasa®](#), an award-winning financial technology and marketing technology provider, and known for reinventing checking, is now reinventing lending through its latest patent-pending offering, Kasasa Loans™.

Announced at Kasasa Nation, a three-day gathering of leaders from community financial institutions, the Kasasa Loan is transforming the way people think about borrowing money and paying it back by introducing a new concept called “take-backs.” It is the only loan that lets the borrower pay ahead to reduce debt, but take that extra back if they need it, making it the most people-friendly loan available on the market today.

Kasasa Loans provides Kasasa financial institutions a way to compete on something other than interest rates. In fact, Kasasa Loans are preferred by nine out of ten consumers over comparably priced loans, and in extensive testing, 98 percent of consumers said they would refinance existing debt at the same rate in order to get a Kasasa Loan with the take-back feature.

Kasasa Loans features a sleek, mobile-friendly dashboard that allows borrowers to manage their debt by showing them the status of their loan in just seconds. They can also see the impact of payment changes before they make them, providing them more control and enabling them to make better financial decisions.

“Until now, there has been no way to differentiate loan products beyond interest rates – Kasasa Loans is changing that,” said Gabe Krajicek, CEO of Kasasa. “We are revolutionizing the customer experience of paying off debt early by introducing the first loan with take-backs. Kasasa Loans allows borrowers to pay off their loan faster but leverage take-backs to access extra payments in times of need, eliminating that fear of parting with ‘extra money’ while also enabling the consumer to make better financial decisions.”

Krajicek continued, “Our mission is and has always been to create products that are good for both consumers and community financial institutions – and the Kasasa Loan does just that. The very first of its kind, this loan is better for people, it is better for financial institutions, and it is better for the entire financial ecosystem. We believe this will change the lending industry and we’re excited that our Kasasa institutions will be the first to offer them.”

**About Kasasa**

Based in Austin, Texas with 350 employees, Kasasa is a financial technology and marketing technology company committed to driving results for community financial institutions by attracting, engaging, and retaining consumers. Kasasa does this through branded retail products, world class marketing, and expert consulting. For more information, please visit [www.kasasa.com](http://www.kasasa.com), or visit them on Twitter [@Kasasa](https://twitter.com/Kasasa), [Facebook](https://www.facebook.com/Kasasa), or [LinkedIn](https://www.linkedin.com/company/kasasa).

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