

Marlin Rebrand Questions and Answers

New year. New name. New energy. Next month, Marlin will have a new name, new logo and new look. We've made these changes to better fulfill our commitment to providing complete financing solutions for our customers and partners.

We're extremely excited about our new branding and can't wait for you to experience the full reveal. Yes, we'll look and sound a little different, but we're still the same Marlin you've come to know and trust.

Below you'll find answers to some questions we thought you may have. If you're still unsure about something, give us a call.

Why are you changing the look and feel of your brand?

Marlin has grown and changed quite a bit since 1997 and we wanted to make sure that our brand continues to evolve with us. Today, Marlin provides multiple products that enable small businesses to get the capital they need to manage and grow. We work with many different types of partners, helping them better serve their own small business customers. Our new brand and logo has a modern look and reflects all of the products and services we offer. The new brand also reflects our commitment to our partners, our customers and our mission.

Will this impact my products or service?

This will not impact your existing products or relationships with Marlin. Our commitment to our customers and partners has always been our top priority and that will never change. You will continue to work with your existing Marlin representative and have access to the same support team.

As part of the roll-out, our emails will eventually change to reflect our new name, but you will not need to do anything differently. All emails will simply redirect to their new address. We constantly strive to make our process and service the best that it can be, so you will continue to receive the highest level of attention and service that you have come to expect from Marlin.

For Customers: Will I still have access to my account at MyMarlin?

As a valued customer, you will continue to be able to view and pay invoices, take advantage of exclusive product offers and obtain customer support the same way you always have with MyMarlin. After our launch in early February, you will automatically be directed to our brand new site. While the site will look different with new colors, images and our logo, the information will be the same.

For Partners: Will I still have access to dealer tools online?

As a valued partner, you will continue to have access to our quick and easy quoting and application tools that will help you turn potential customers into new customers. Our current URL will automatically redirect to our new site. If you have the old URL on any of your printed sales materials, please update it to the new URL after our launch in early February. For additional questions such as obtaining logos or collateral please contact your Marlin Representative.