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SARAH
ENGSTROM

MAKING A DIFFERENCE



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SARAH ENGSTROM

LENDING A HELPING HAND



UNION HOME MORTGAGE

By Jennifer McIntyre

Whenever Sarah Engstrom closes on a new mortgage, she has a habit of going on a major shopping spree. You might not see her at the latest boutique splurging on a fancy purse, but rather you may spot her driving around town with thousands of dollars of pet food, treats, blankets and products from her charity Lend4Good in her trunk, on her way to a local animal shelter.

"I love animal shopping sprees," gleams Sarah. "I donate \$40 per mortgage transaction that I close, and I put it into a helping fund. Sometimes I donate monthly to help a pet, and other times I let it build up to support a major expense for an animal in need."

Sarah has been a loan originator since 2002, and as her career grew, it enabled her to give back to charities that were closest to her heart,

specifically to those that help animals in need. Her affinity for animals started young, as she grew up with all kinds of pets - from dogs and cats to guinea pigs, birds, rabbits, and even lizards. Sarah came up with the charity, Lend4Good in 2015, as a way to share her love of animals and to give back to animals in need in a much deeper way.

"I have always loved animals, and I have had animals around me my entire life. I started getting involved in donating to animal rescues, but I did not have anything formal. I did not just want to write checks," explains Sarah. "I started thinking about what I could do to make a bigger presence than just making a random donation, and I wanted to figure out how I could get my clients involved as well."

Originally, Sarah thought her donation after every closing was just a small part of her clients' experience, and she loved learning about their love of animals too, but she soon found out her charity work helped to build deeper connections.

“When I first start talking to a new client, I let them know that I make a donation on their behalf to Lend4Good,” says Sarah. “Yes, they are looking for a trusted mortgage professional, and yes, they want great rates and low closing costs, but to add that personal connection is amazing. Now, I am getting feedback that my charity work is the ultimate reason some chose to work with me as their lender. Hearing those words still hits me in a special place every time, and definitely keeps me going.”

And going it is. In its first year, Lend4Good raised \$4,025 thanks to so many wonderful clients. By the end of 2017, they topped \$14,000 and by 2022 Sarah’s fund had exceeded \$50,000 in donations! They continue to accomplish their goal of increasing donations every single year, allowing them to help more animals that need a helping hand.

“The more my business grows, the more I want to give back, but with the ability to include my clients as well,” says Sarah. “I’ve been so blessed to have built a successful and thriving business and paying it forward is the most rewarding way for me to show appreciation for those who have supported me. My hope is that the more people who learn that working with

me has the added benefit of helping animals in need, the more clients I will have, and the more we will give back.”

Helping to support foster families while a pet is awaiting its “forever” home is just one way her charity gives back. Lend4Good tries to choose specific animals that need help, especially dogs in need of care or ones that have been injured or neglected and need assistance with huge medical bills. Lend4Good donates funds that are used to provide care for many sick or injured dogs, as well as to cover expenses for dogs in foster care. They also donate to local cat, rabbit and horse rescues supplying love and support to four-legged friends of all shapes and sizes. Social media plays a large role in helping Sarah find her critters in need.

“My Facebook feed is filled with so many dogs in need of surgery, or rescue in town desperately in need of supplies,” says Sarah. “It is shocking how many rescue organizations there are just in the Central Ohio area, and how much help they really need. They are non-profit organizations, and they rely solely on volunteers and donations.



They are counting on people that love animals to help these animals in need.”

Sarah loves her two-legged mortgage clients just as much, and she is not planning on retiring anytime soon. Lend4Good has a goal to reach \$100,000 in donations raised over the next few years.

“I like to think that helping someone with a mortgage for a home they are purchasing is a symbol of a new beginning for them, and Lend4Good allows us to offer a new beginning to an animal in need,” says Sarah. “Not to mention just having a dog in your life is pretty awesome. Dogs make everything better.”

Clearly, having Sarah and Lend4Good in an animal’s life is pretty awesome too.



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