



Why We Write About Detroit

by Clayton Closson on December 13, 2011 I've been asked a few AnyZING Goes, Culture, QL in the News, What's Up in Detroit, Zing Zone
0 Comments



times why we write so much about Detroit here on the Quicken Loans Zing! blog.

What does Detroit have to do with mortgages? Nothing.

What does Detroit have to do with Quicken Loans offering [mortgages online in all 50 states](#)? Nothing.

What does Detroit have to do with Quicken Loans providing the best customer service in the mortgage industry and being ranked, two years in a row, "[Highest in Customer Satisfaction for Mortgage Origination](#)" in the U.S. by J.D. Power and Associates? Nothing.

So why do we write so much about Detroit?

Good question.

Here's the answer.

Quicken Loans is on a mission to rebuild Detroit to the great city it once was many decades ago. The city was known as the Paris of the Midwest, once upon a time.

We want to see those times come back. And they ~~will~~ are.

Downtown Detroit is seeing a flurry of business activity that I haven't seen for over three decades. I clearly remember the days when downtown Detroit was pretty full. There were no (at least none that I knew about) vacant buildings and most storefronts on the major streets downtown were full.

Today, that's not the case. At least for now. But in the past year or two, several buildings have been (or are being) renovated, which is a sign that the downtown I remember will be back one day.

The thing is, I don't even remember Detroit in its true glory days ('40s, '50s and early '60s). The stories I hear about of a safe, bustling city, with reliable public transportation and a job for anyone who wanted one, don't seem real to me. I can't imagine Detroit being the way it was back then. I just can't picture it.

But I know it was that way, and I'm 100% confident it will one day be that way again. It won't be easy. It will take a lot more companies like Quicken Loans to invest in the D.

Today I dropped my dogs off at [Canine to Five](#) (located in Midtown, it's Detroit's most awesome dog boarding facility) and the owner Liz said, "I wish there were 1,000 Quicken Loans moving downtown."

That would be nice, Liz. That would be nice.

So, that's why we write about Detroit. We believe in Detroit's future. We hope for a better Detroit. We know it will happen.

We aren't just a mortgage company in Detroit. We are a mortgage company that is Detroit. We like it that way.

I'll leave you with this super cool video that we threw together called "[Discovering Downtown Detroit](#)." Hope you enjoy it as much as we all do.