

We Help Lenders Close More Loans

THROUGH BETTER BORROWER ENGAGEMENT



Pre-Built Strategy & Workflows
(timing, frequency, communication channel)

Pre-Designed Marketing Content
(compliant content created by mortgage experts for enhanced borrower engagement)

More Than Just Lead Management
(Marketing automation, true CRM functionality, integrated reporting)



MULTI-CHANNEL ENGAGEMENT

- ▶ Leverage Pre-Built Content
- ▶ Text, Social Media, Email, Ringless Voicemail and Direct Mail
- ▶ In-App voice and text communication



INTEGRATED SOLUTION

- ▶ Interact with LOS/POS and Phone system thru platform
- ▶ Open API's and Webhooks that allow for easy integrations
- ▶ Get access to comprehensive and combined reporting



CRM / LEAD MANAGEMENT

- ▶ Intelligently distribute and manage leads
- ▶ Lead and workflow prioritization
- ▶ Mortgage centric sales, marketing and Loan Officer activity reports

Trusted By Leading Lenders



The Mortgage Industry's Most Innovative Marketing and Sales Engagement Platform.

Dynamic technology, strategy and content for every channel of your business to ensure engagement throughout the borrowers journey.

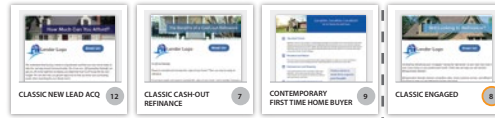


Customer Inquiries

CONSUMER DIRECT



Pre-Built Content

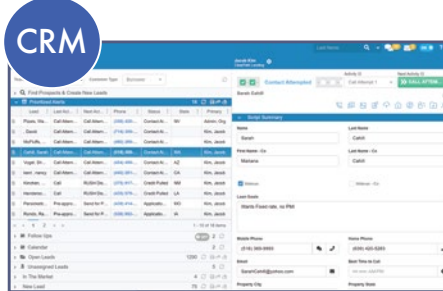


Borrowers

- Loan Status Alerts
- Opportunity Alerts
- Long Term Drip/Nurture
- Marketing

Repeat Business

- Lead Distribution/Skill Based Routing
- Telephony Integration
- Nurture
- Report



Loan Officer

Pre-designed Marketing Content

(compliant content created by mortgage experts for enhanced borrower engagement)



Many unique nurture paths

CLASSIC NEW LEAD ACQ 12

CLASSIC CASH-OUT REFINANCE 7

CONTEMPORARY FIRST TIME HOME BUYER 9

CLASSIC ENGAGED 8

Each campaign is complete with multiple Emails, Text Social Media Ads and Ringless Voice Mail that are ready to go!



LEARN MORE AT INSELLERATE.COM OR CALL 855-973-1646 FOR A DEMO