

# We Help Lenders Close More Loans

## THROUGH BETTER BORROWER ENGAGEMENT



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

**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)



### ENGAGEMENT

- ▶ Leverage Pre-Built Content
- ▶ Actively Engage Current and Past Prospects
- ▶ Build Customers for Life



### MULTI-CHANNEL MARKETING

- ▶ Text and email
- ▶ Direct mail
- ▶ Ringless voicemail
- ▶ In-app voice and text communication
- ▶ Social media- facebook, Instagram



### COMMUNICATE BETTER WITH YOUR BORROWERS AND REALTORS

- ▶ Real time automated communications
- ▶ Contact strategy management automation
- ▶ Easy to use tools

## Trusted By Leading Lenders



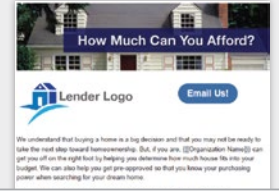



# The Mortgage Industry's Most Innovative Marketing and Sales Engagement Platform.

## Pre-designed Marketing Content

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



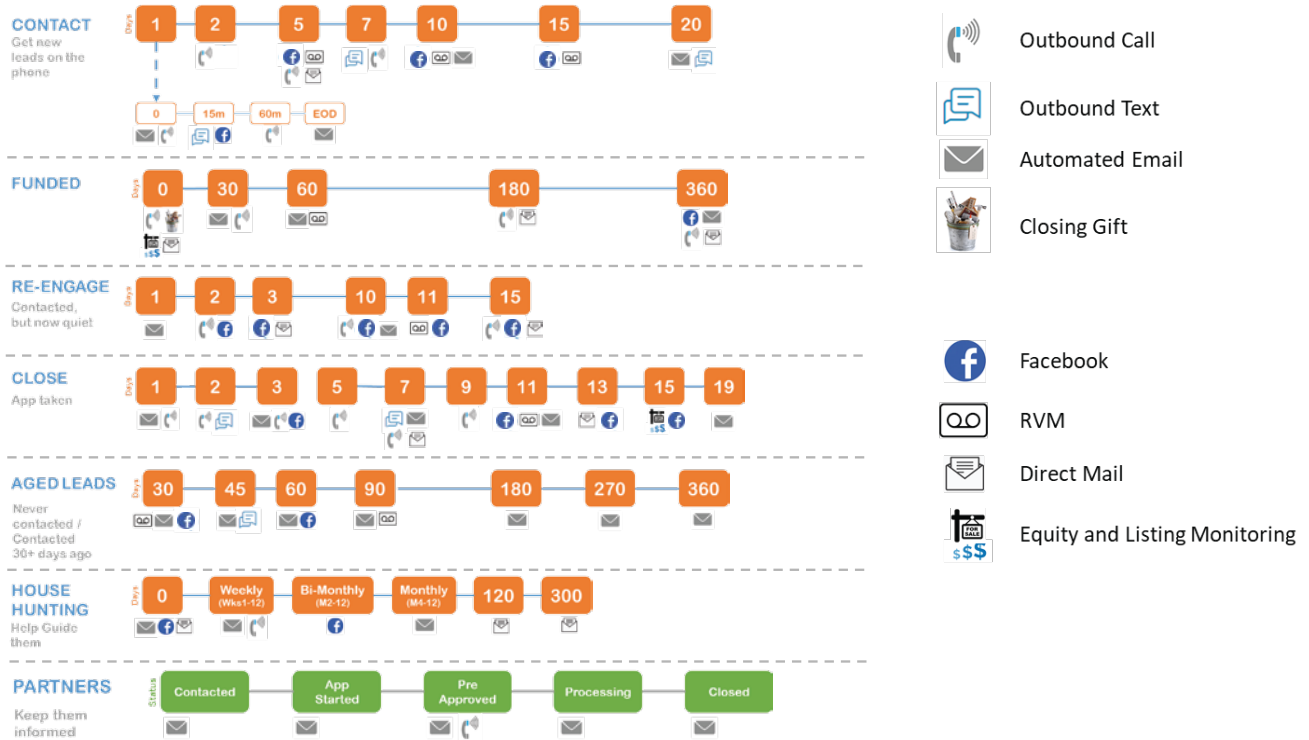
Many unique nurture paths

 <p><b>CLASSIC NEW LEAD ACQ</b> 12</p>	 <p><b>CLASSIC CASH-OUT REFINANCE</b> 7</p>	 <p><b>CONTEMPORARY FIRST TIME HOME BUYER</b> 9</p>	 <p><b>CLASSIC ENGAGED</b> 8</p>
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Each campaign is complete with multiple Emails, Text Social Media Ads and Ringless Voice Mail that are ready to go!



### Status | Engagement Path



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