

# 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)

**Bring Value to your Broker Partners**  
(Broker, Borrower, Realtor- Text Alerts & Communications and Branded Marketing)



### ENGAGEMENT

- ▶ Allow your brokers to leverage Pre-Built Content
- ▶ Allow your brokers to Actively Engage Current and Past Prospects
- ▶ Allow your brokers Build Customers for Life



### IMPROVE SERVICE AND LOWER COST

- ▶ Automated loan status alerts
- ▶ thru text, and email to the
- ▶ Broker, borrower and realtor
- ▶ Use existing integration with Ellie Mae, Byte, and Calyx



### COMMUNICATE BETTER WITH YOUR BROKERS

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

## Trusted By Leading Lenders

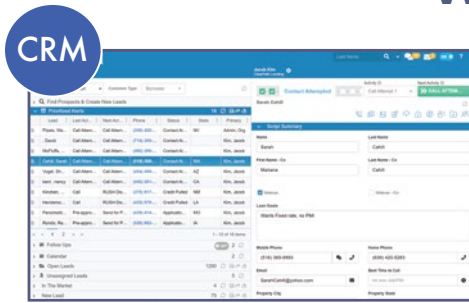


# The Mortgage Industry's Most Innovative Marketing and Sales Engagement Platform.

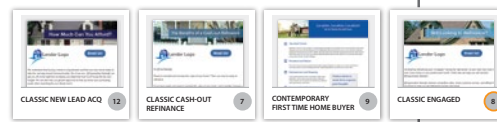
Dynamic technology, strategy and content for every channel of your business to ensure engagement throughout the borrowers journey.

## WHOLESALE

- Prospect
- Manage
- Nurture
- Report



### Pre-Built Content



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

Wholesale Applications and Funded loans



Borrowers



Realtor



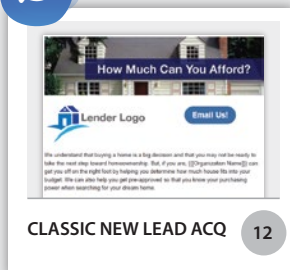
Brokers

## Pre-designed Marketing Content

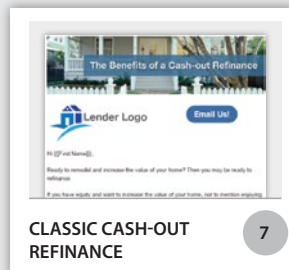
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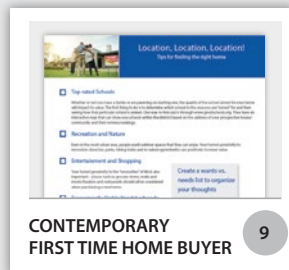
Many unique nurture paths



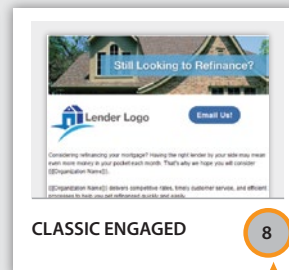
CLASSIC NEW LEAD ACQ 12



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!



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