

We Help Lenders Close More Loans

THROUGH BETTER BORROWER ENGAGEMENT

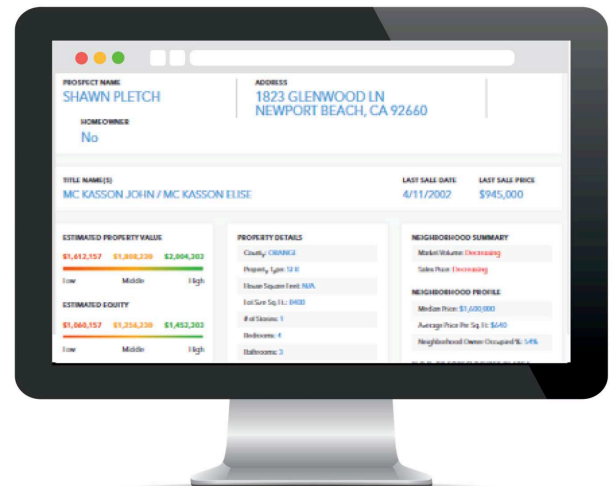


Experience the Power of Timely and Relevant Content

Having a robust content library is critical if you desire to deliver the right message at the right time during each stage of the customer's journey—in a manner that is actionable and trackable.

Pre-Built Content Library Delivers:

- Enhanced engagement with prospects, customers, past clients and referral partners
- Impactful content at the right time
- Strategic engagement across all teams



BRANDING LANDING PAGE

Year 1 Touchpoints	Year 2 Touchpoints	Year 3 Touchpoints
<ul style="list-style-type: none"> Direct Mail <ul style="list-style-type: none"> Thank You Card at Closing Neighborhood Market Trend Report Seasonal Newsletter Home Report Birthday Card Email <ul style="list-style-type: none"> 4 Home Report Emails 	<ul style="list-style-type: none"> Direct Mail <ul style="list-style-type: none"> Neighborhood Market Trend Report Seasonal Newsletter Home Report Birthday Card Email <ul style="list-style-type: none"> 4 Home Report Emails 	<ul style="list-style-type: none"> Direct Mail <ul style="list-style-type: none"> Neighborhood Market Trend Report Seasonal Newsletter Home Report Birthday Card Email <ul style="list-style-type: none"> 4 Home Report Emails



ANNUAL HOME REPORT



SEASONAL NEWSLETTER



ANNUAL NEIGHBORHOOD REPORT



30 DAY POST-CLOSING THANK YOU CARD



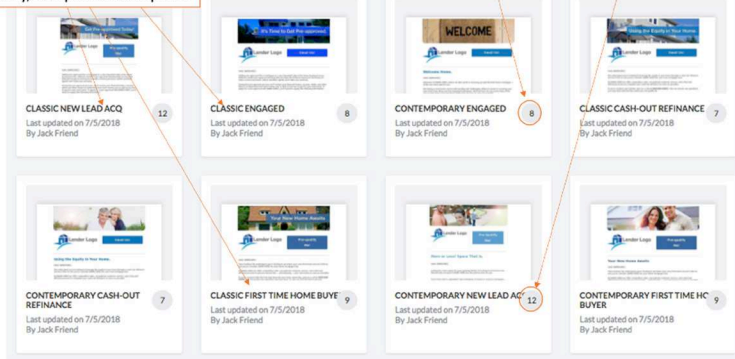
ANNUAL BIRTHDAY CARD

The Mortgage Industry's Most Innovative Customer Experience Platform

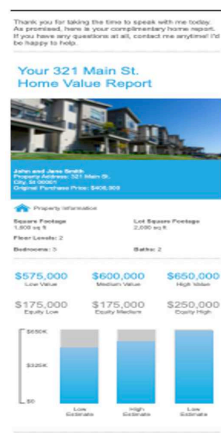
Insellerate's DATA IE™ Solution, in Combination with our Mortgage Specific Content, Delivers Hyper-Personalized Engagement That has a Powerful Impact

Many, unique nurture paths

Each campaign is complete with multiple emails that are ready to go!



- CLASSIC NEW LEAD ACQ (12)
- CLASSIC ENGAGED (8)
- CONTEMPORARY ENGAGED (8)
- CLASSIC CASH-OUT REFINANCE (7)
- CONTEMPORARY CASH-OUT REFINANCE (7)
- CLASSIC FIRST TIME HOME BUYER (9)
- CONTEMPORARY NEW LEAD ACQ (12)
- CONTEMPORARY FIRST TIME BUYER (9)



Your 321 Main St. Home Value Report

Property Information: Square Footage: 1,800 sq. ft., Floor Levels: 2, Bedrooms: 3, Bathrooms: 2, Lot: 2

\$575,000	\$600,000	\$650,000
Low Value	Median Value	High Value
\$175,000	\$175,000	\$250,000
Equity Low	Equity Median	Equity High



Neighborhood Values

Average Price: \$640,000

Median Price: \$650,000

Price vs. 1 Year Ago: \$300

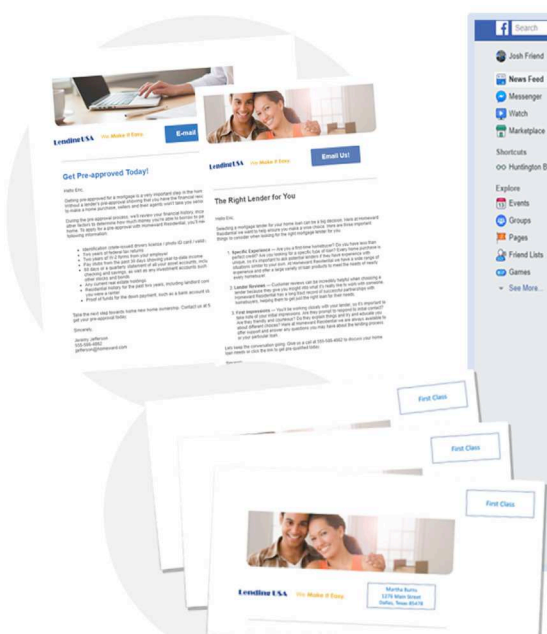
Inventory Trend: Decreasing

Home Prices: Increasing

Neighborhood Sales Yearly Average

DIRECT MAIL AUTOMATION

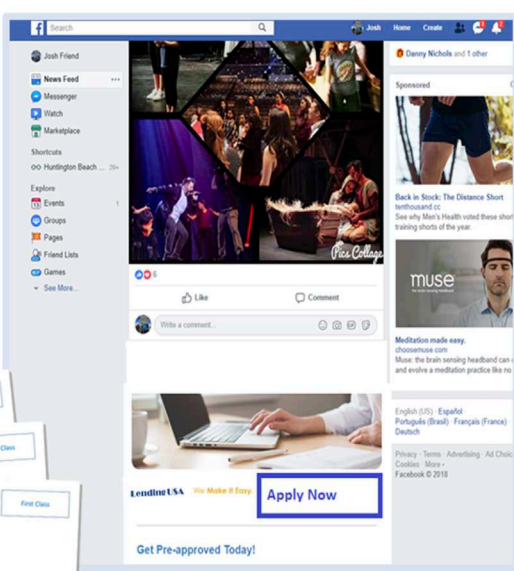
EMAIL HOME REPORT



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