

# We Help Lenders Close More Loans

## THROUGH BETTER BORROWER ENGAGEMENT

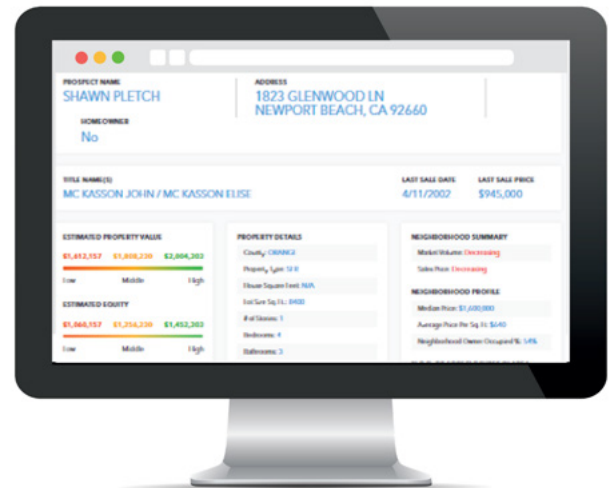
### Experience the Power of Timely and Relevant Content

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

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



BRANDING LANDING PAGE



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

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 HC BUYER (9)

DIRECT MAIL AUTOMATION

Thank you for taking the time to speak with me today. As promised, here is your complimentary home report. If you have any questions at all, contact me anytime! I'd be happy to help!

### Your 321 Main St. Home Value Report

**Neighborhood Values**

- Last Sales Price: \$630,000
- Average Price: \$640,000
- Median Price: \$650,000
- Per Sq Ft Average: \$300
- Inventory Trend: Decreasing
- Home Prices: Increasing

EMAIL HOME REPORT

## TRUSTED BY LENDING LEADERS SINCE 2013

