

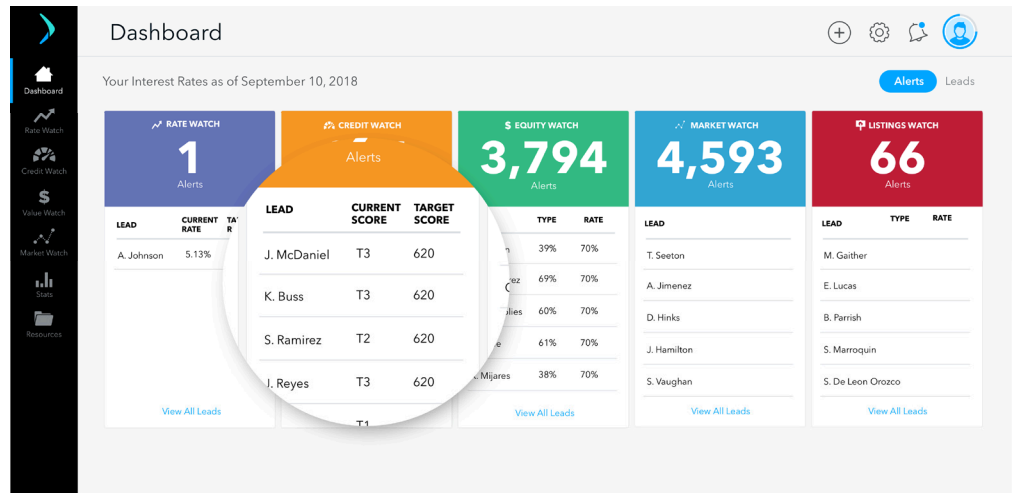
A Horseshoe
won't get your loan
volume back up,
**An automated borrower
retention strategy will.**



SALES BOOMERANG

NO BORROWER LEFT BEHIND™

The #1 automated Borrower Intelligence and Retention system in the mortgage lending industry.



EQUITY WATCH

You can be notified when your prospect or past customer has equity in their home. This is ideal for MI removal opportunities, cash outs, debt consolidations, move up purchases and other equity related loans.

RATE WATCH

Top originators have told us “we always note when a prospect or customer could benefit from a lower rate, but keeping track of it is so hard and in many cases we miss the opportunity when the time is right.” Never miss these deals again -- just tag them and watch them come flying back at the perfect moment.

MARKET WATCH (INQUIRY ALERTS)

Ever wish you could know when an existing or prior customer is shopping for a mortgage? If you're dealing with a new lead (a prospect) and the deal goes cold wouldn't it be great to get a notification that this person is shopping you? How about knowing when a past customer is back in the market for a mortgage? These notifications can help you win back millions of dollars!

CREDIT WATCH

No such thing as a dead deal when you have this kind of intelligence. Now you can know when your prospects or customers have fixed their credit before they even know. Talk about striking while the iron is hot -- this tool turns you into the ultimate service provider by putting you in the right place at the best time.

NEW LISTINGS ALERTS

You will be notified the moment your customer lists her home for sale. This a great tool to get your customers pre-qualified for their next home, add value by offering a second opinion, or introduce your realtor relationship. Overall this program is designed to put you in front of your customer at a time when a major financial decision is about to happen.

Benefits of implementing a **customer retention strategy**:

- ✓ Identify and explore referral sales opportunities
- ✓ Build and foster constructive relationship with customers
- ✓ Identify and rectify flaws within company policies and processes
- ✓ Enhance brand reputation
- ✓ Understand future needs of the customers

Benefits of data enrichment with **borrower intelligence software**:

- ✓ Accurate and pertinent information will help sales teams perform better and achieve better results.
- ✓ Increasing productivity using better information will lead to strategies that drive better decisions.
- ✓ Improved strategies will help achieve higher sales growth and results.