

trustengine

Insight Scripting



For all Insights

- We aim to utilize insights as **borrower services** such as fraud protection, annual mortgage health reviews, that **ensure a borrower is in the right loan** each year. Other “services” include ongoing equity and credit building education, retirement planning, preferred realtor connections etc. **Let the borrower know that you offer those services for life!**
- The goal is to get closure from an insight **by assessing immediate, short and long term needs and goals**. We aim to ask questions in search of the goldilocks loan that enables a borrower to accomplish those needs and goals.
- “Have you considered a (alternative strategy - buy down, ARM, CONV vs FHA, HELOC, construction/renovation, debt consolidation)? Let me show you how (strategy) will help you reach your goals. . .”

Mortgage Inquiry

- ✔ Service - fraud protection
- ✔ Acknowledge segment code (reason for shopping)
- ✔ Bring up alternative strategies
- ✔ Determine which strategy accomplishes immediate, short and long-term goals

Mortgage Inquiry

- “Our fraud protection team alerted me that you had your credit pulled and I wanted to verify that activity with you.”
- “It looks like you were looking to (purchase a new home, refinance, or access equity). What were you looking to accomplish ideally?”
- “Have you considered a (alternative strategy - buy down, ARM, CONV vs FHA, HELOC, construction/renovation, debt consolidation)? Let me show you how (strategy) will accomplish your goals. . .”



Engagement Strategy

Personalized Scripts and engagement content has been provided to each branch manager and LO.

Option 1

Insight to APP
Conversion **8.2%**

Option 2

Insight to APP
Conversion **6.4%**

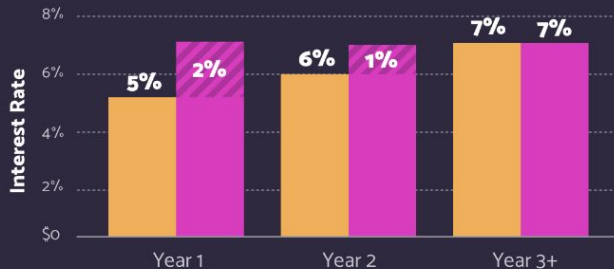
Option 3

Insight to APP
Conversion **5.9%**



“In a market with rates as high as 7%, you might be hesitant to buy a home. Did you know a rate buydown can get you in the door with a better rate, plus lower your monthly payment?”

2-1 Buydown Payment Breakdown



Listing Insight

- ✔ Service - preferred referral partner program
- ✔ Contact realtor (include FSBO)
- ✔ Discuss referral partner possibilities
- ✔ “Transfer trust” from realtor to borrower

Listing Insight

- Contact the agent - “I wanted to say congratulations on listing (borrower name’s) home. I planned on reaching out to them in order to make sure they understood their options.”
- “We use technology that lets us know any time a borrower is going to, or can, buy sell or refi. I would love to talk more about how to add a few closings to your pipeline every month!”
- Transfer the trust to the borrower - “I spoke with (realtor name) and wanted to make sure you understood your buying power and are using the most effective mortgage strategies to accomplish your goals! Have you considered. . . (strategy)



Trend

- In the past 2 months Listing Signals on records that have a realtor on file and an automated TCA engagement have converted 320% higher than Listing Signals on records without an agent on file.
- Realtors that receive these notifications from their loan officer have referred on average of 2.7 more prospects within those same 2 months.

Cash-out & Equity Insights

- ✓ Services - annual mortgage health review + ongoing equity education
- ✓ Inform borrower of services
- ✓ Examine goals relative to debts and equity position
- ✓ Map out “next loan” comparing multiple options

Cash-out and Equity Insights

- “I was doing your (either annual mortgage health review or equity review) and saw that you had some opportunities to accomplish goals. We need to make sure that your current loan is the **best** loan. I don’t want you to miss out on potential opportunities.”
- “Borrowers in a similar position have been able to significantly reduce or eliminate their credit card and total debts, make home improvements, upsize or upgrade, acquire investment properties, put money away for retirement or pay their home off faster.”
- “Do you feel your equity is working to accomplish your goals?”
- “Are you feeling the weight of your debts such as credit cards or auto loans monthly? Have you been able to go beyond minimum payments?”
- “Let’s go over your most pressing needs and weigh them against your goals to make sure you’re in the right loan to accomplish both. Here are a few strategies I’ve helped similar borrowers in your position take advantage of recently. . .”



Engagement Strategy



“You may feel hopelessly in debt, forever meeting the min payment, and transferring from one credit card to the next. Get rid of your high stress and high debt...”

SAVINGS 60 MONTHS



Credit Improvement

- ✓ Services - credit repair/ongoing credit education, annual mortgage health review
- ✓ “Turn them down but don’t turn them away”
- ✓ Examine goals relative to debts and equity position, lay out roadmap
- ✓ Map out “next loan” following and inform of other services

Credit Improvement

- For credit denials – **let the borrower know** that you will monitor their credit (without a pull) and when they lower their utilization, have inquiries come off, make payments on time **you will receive a notification and get them pre-approved!**
- Consider pairing denials with a national or state level credit repair agent.
- For those who move up credit tiers - contact them for their 'annual mortgage health review'
 - Examine if they could consider moving up, upgrades, investment properties, principal reduction, etc.
- “Are you feeling the weight of your debts such as credit cards or auto loans monthly? Have you been able to go beyond minimum payments?”
- “Let’s go over your most pressing needs and weigh them against your goals to make sure you’re in the right loan to accomplish both. Here are a few strategies I’ve helped similar borrowers in your position take advantage of recently. . .”



Engagement Strategy



“You may feel hopelessly in debt, forever meeting the min payment, and transferring from one credit card to the next. Get rid of your high stress and high debt...”

SAVINGS 60 MONTHS



Rate & Term

- ✔ Services - market monitoring guarantee
- ✔ Inform borrower of potential savings due to upcoming or current rates
- ✔ Examine goals relative to term length and equity position
- ✔ Map out “next loan” comparing multiple options

Rate & Term

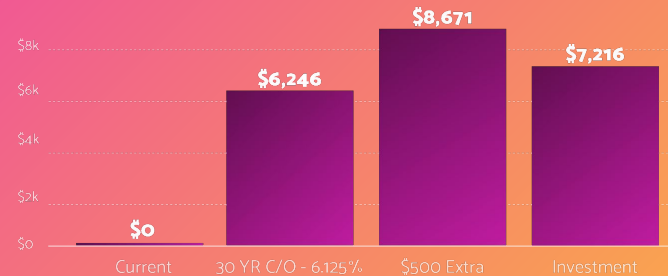
- Let every borrower know each time you close a loan that they will get “free market monitoring” throughout the remainder of their lifetime to ensure they’re in the lowest rate. **In other words, tell them you will receive an alert every time they can save money!**
- “Have you considered paying your loan off faster through a principal reduction payment? Would that be of interest to you in order to achieve financial freedom sooner?”
- “While I have you, do you feel your equity is working to accomplish your goals?”
- “Are you feeling the weight of your debts such as credit cards or auto loans monthly? Have you been able to go beyond minimum payments?”
- “Let’s go over your most pressing needs and weigh them against your goals to make sure you’re in the right loan to accomplish both. Here are a few strategies I’ve helped similar borrowers in your position take advantage of recently. . .”



Engagement Strategy



“We will ensure that you’re always getting the best rates and in the right loan. . . for life!”



Reverse Mortgage

- ✓ Services - retirement planning
- ✓ Inform borrower of ways to leverage their equity position or real estate portfolio to supplement retirement income.
- ✓ Consider a reverse mortgage in a comparison with other loan products to consider accessing equity while remaining in their home, or finding the best home for their next stage of life.
- ✓ Map out “next loan” comparing multiple options, including the ability to refinance a HECM down the road.

Reverse Mortgage

- Let every borrower know that **you offer free retirement planning within the mortgage scope for life.**
- Check in on their retirement goals. Do they feel that they could consider investment properties as an income vehicle into retirement?
- “I wanted to ask a few questions about your retirement planning. Have you considered whether this is the right home for you in retirement? Have you considered any alternative options to supplement your income?”
- “Because of your home’s value, age, and equity position, you could take advantage of HUD’s reverse mortgage program for senior citizens. This is an option to allow you to stay in your current home, or purchase your ideal next home, while accessing equity or establishing consistent income. Let me go over a few different options with you. . .”



Engagement Strategy



“We’re here every step of the way throughout your time as a homeowner. I want make sure you’ve considered all of your options ahead of retirement.”

