

Prospect Engagement Package

Empower your loan officers to drive sales and deliver amazing customer experiences with less effort. The Prospect Engagement Package is ICE Mortgage Technology’s complete solution for retail loan officers that provides them with everything they need to drive sales and deliver amazing customer experiences. It’s completely connected to the Encompass® platform, the industry’s most trusted data source.

Customer satisfaction is critical to a retail loan officer’s ability to drive sales and build repeat business. Unfortunately, only 50% of borrowers describe their lenders as responsive and this has a big downstream impact on customer retention and word of mouth referrals for your business. Further, retail loan officers’ workflows are often highly manual and strung across numerous pieces of disjointed technology managed by multiple vendors without a single source of truth.

The Prospect Engagement Package provides your LOs with a complete solution of easy-to-use web-based sales tools, automated text and email communication, and a CRM system. Your LOs can now close more loans with less effort by leveraging a solution that provides them with the ability to easily:

- Generate prospects
- Manage their pipeline
- Efficiently complete sales and service tasks
- Nurture customers
- Originate loans
- Communicate with borrowers from anywhere

A complete solution for a competitive price:



Benefits

- Drive more business
- Close loans faster
- Increase sales productivity
- Deliver a better borrower experience

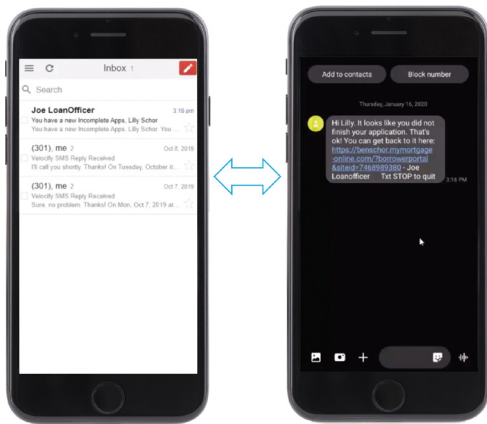
Why Prospect Engagement Package?

- Leverage automation powered by Encompass data
- Work with a single partner
- Everything your loan officers need in a single solution
- Flexible and configurable for any business need

Learn how you can get started with the Prospect Engagement Package. Reach us at 1-888-955-9100 or sales-mortgagetech@ice.com to learn more.

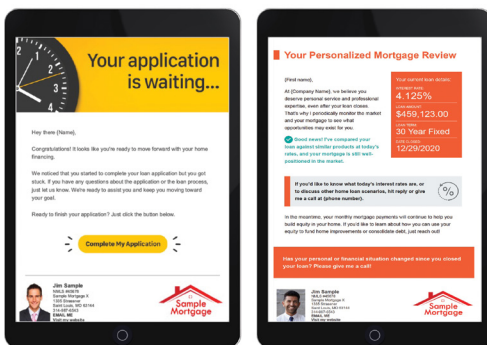
The Prospect Engagement Package enables your LOs to:

Convert and close loans faster with automated, multichannel communication



Manual processes can add 8+ days to a loan lifecycle. Convert and close loans faster with automated, multichannel communication from pre-app to post-close. You'll gain the ability to immediately reach out to incoming web leads, follow up on abandoned applications and documents, nurture pre-approvals, and provide loan milestone updates that can be personalized and tailored to the borrower's unique scenario leveraging borrower data from Encompass.

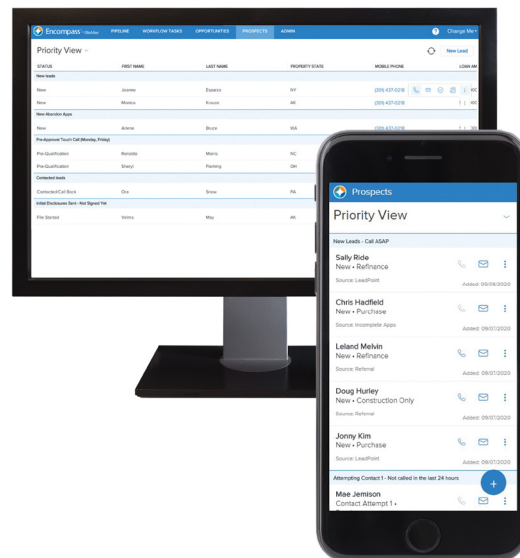
Generate prospects and nurture customers with CRM



Drive new business and nurture prospects, borrowers, and partners with a CRM module that leverages borrower data from Encompass. Now, loan officers can deliver personalized,

automated marketing campaigns, 1:1 monthly newsletters, holiday/birthday campaigns, and post-close surveys. They can also leverage a professionally designed content library that is updated by ICE Mortgage Technology periodically and receive quarterly business reviews on campaign performance from ICE Mortgage Technology. Plus, your LOs will receive automatic notifications on "hot" leads that come in based on your unique business criteria.

Increase sales efficiency with web-based sales tools



Eliminate manual processes and time spent sorting through lead information and increase sales productivity with web-based Encompass sales automation tools powered by the Encompass platform and configurable based on the needs of your business. Empower your LOs to easily manage their pipeline, originate loans, engage prospects and borrowers from lead to close, log activity, and invite/remind prospects to complete their loan application.