



Borrow  Repay
SMARTTM

Making good loan officers great,
and great loan officers unbeatable.TM

Borrow Smart..TM



Mobile



Increase Leads...
Maximizing Conversion

Kendall Todd 

The Mobile Landscape



93% OF REALTORS NOW
USE A SMART PHONE DAILY*

**“IT’S THE NEW
LOCATION, LOCATION, LOCATION
IN REFERRAL PARTNER MARKETING.”**

*RealtorAE – New Frontiers in Listing Data (Under 40)

Home



Simple Tabbed Navigation

Your Photo and Logo

All your key contact information.

Quick Access to your Social Media

Your email and website.



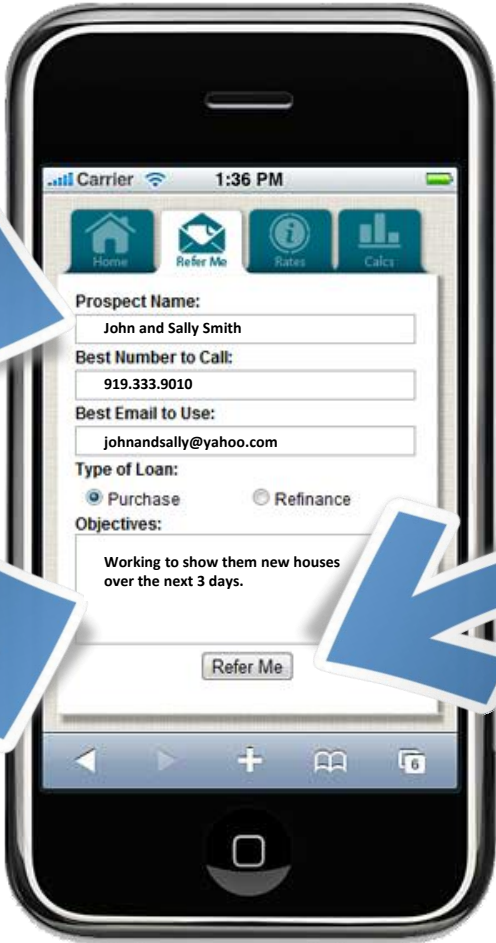
Refer Me



Prospect
Name:
Number:
Email:
Type of Loan:



Any Key Objectives?



Syncs all data to a new BSA FILE - then Launches Email to Prospect, and to YOU!



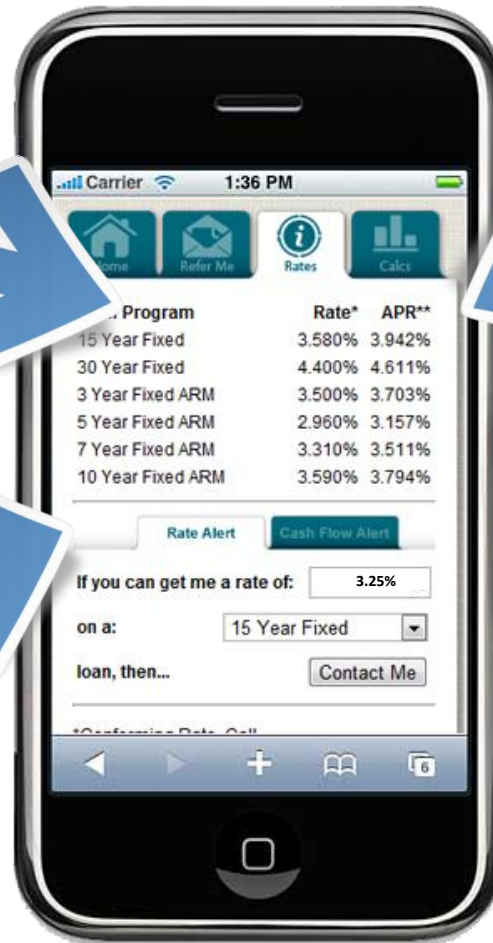
Rates & Alerts



Loan Programs:

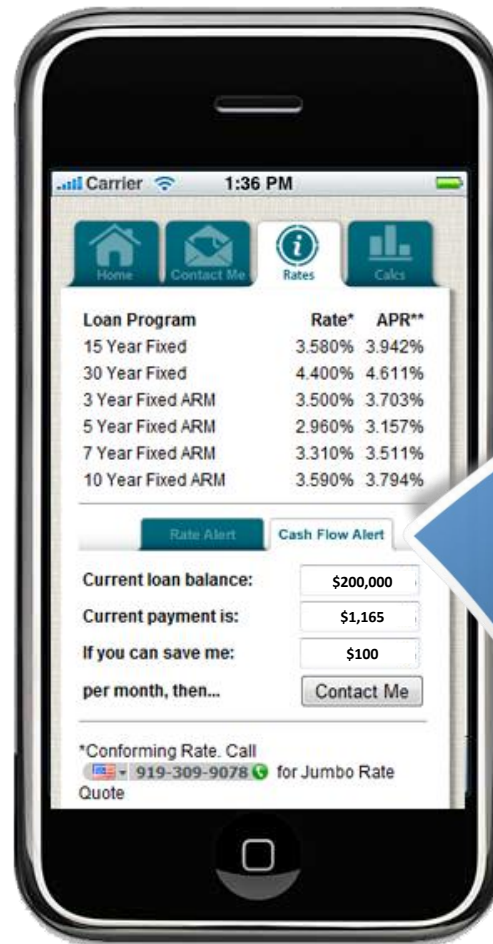
All programs from your BSA Defaults will show up here!

There is a Rate Alert feature: It allows the client to set a rate and program and it will watch for their target rate, when triggered it will send you and the client an email!



We'll use your current interest rates you've put in BSA, or if you leave those blank we'll publish the national average for each product +25bps.

Rates & Alerts



The Cash Flow Alert, allows the client to input their current loan balance, current payment, and a target cash flow savings – when triggered it will send you and the client an email!

Calcs



Two initial
calculators:

Refinance
& Purchase

Report can be
sent to Client or
Prospect

Carrier 1:36 PM

Home Refer Me Rates

Refinance Purchase

Target Monthly Payment: \$1,500

Target Down Payment: \$10,000

Run Simulation

Target Purchase Price:	\$221,000
Loan Amount:	\$211,000
Principal & Interest:	\$1,057
Property Taxes:	\$184
Home Owners Insurance:	\$46
Mortgage Insurance:	\$209
Target Payment:	\$1,496*

[Click Here to Send in Email](#)

* based on 30 year fixed at 4.4%, and using

Unique new patented
approach to calculators –
the Unculator.

With just two questions,
our simulator will solve for
their target search price for
a new purchase.



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