

## Borrow Smart Analysis

The SOFTWARE for Liability Management



### INDIVIDUAL USER EDITION

#### the Software –

An industry changing approach to providing a fast, easy, accurate way for your client to understand the value of your advice when they buy, sell, or refinance their house. It's built the way you think, allowing you to engage quickly and confidently. Interview with simple questions and a powerful advice engine provides ideal options; while behind the scenes a proprietary amortization engine runs up to four loan comparisons side-by-side. Dynamic sliders keep you focused on comparing what's important to the client. Once a recommendation is ready, it's 'what you see is what you get' as the dynamic report engine generates a custom presentation using only the information you selected during the analysis. Our patented product templates provide you with a truly unfair advantage in your market.

#### the System –

Not just software, a patented 3-Step process [Interview, Analyze and Present]. Use a time tested step-by-step system for creating a highly visible, unmistakably valuable solution for your clients. The customizable interview form, the software, and the presentation engine all work together to create a unique client experience.

#### the Guarantee –

For a \$1 investment you'll receive a 21-Day QuickStart training program to guarantee you understand how this transformational tool works for you. Every day you'll receive an email with tips, videos, and case studies that develop your skills, so you can't lose. We'll help you identify compelling solutions for your clients as you learn to answer the three most important questions for any borrower: what's my cost today?, what's the impact to my cash flow?, what's the impact to my wealth over time? Answer these questions and you'll quickly turn a prospect into a client for life. If you don't see a difference in 21-Days, you can cancel and still keep our LITE version with over 20 calculators.



#### What's Included?

**Software:** Borrow Smart™ Software System - a complete liability management software tool for interactive client analysis and presentations, ongoing client management, and business development.

**Training:** Video based training program provides a 21-day habit forming engagement, with step-by-step instructions, examples, and 7 Practice Case Studies.

**Content:** Specialized content is built into the system, providing dynamic support 'on demand' as the plan is created. Additional content can be created and uploaded to provide additional tailored media.

#### Investment:

**\$1 up front investment** to register and have full access with all features for 21-Days while you complete our initial video based training program.

**After 21-Days, keep the LITE version for FREE...**

**OR - invest just \$47 per month** for the FULL version with weekly updates, live support, bonus training, ongoing updates and enhancements, live desktop sharing, discounts on our CMP/CLA Certification, and more... no contract, you can cancel at any time.

After 21-Days, FULL subscribers will receive a bonus 21-Day training on how to Market to Realtors, Financial Advisors and Lenders using the Borrow Smart 3-Step process. You'll also receive bonus content and be added to our Borrow Smart Lending Network.