

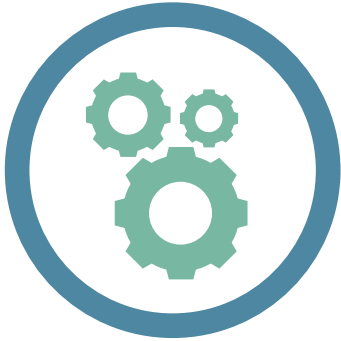
Compliance Control  
Build Trust Manage Risk Training Admin Controls Reporting  
**Compliance Control** LOS Integration Lead Management Social Media  
**Marketing Automation** Mobile  
**Sales Acceleration** Calculators e SOC Compliant Consumer Direct Referral Partners Content Management Marketing Content Co-branding Websites  
Sales Acceleration Marketing Auto

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Discover how VIP empowers lenders to create exceptional experiences for loan officers, borrowers and referral partners, with innovative sales and marketing solutions that build trust and manage risk.

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Drive revenue, reduce risk, recruit and retain top talent with one solution.



### Vantage CRM<sup>SM</sup>

**The first integrated front-office MLO workspace**

Boost revenue and achieve the highest degree of productivity with system-wide integration and data-driven sales and marketing.

- **Ensure 100% adoption.** The built-in 1003 and intuitive design makes Vantage CRM your point of sale for everyone across your organization — retail and call center.
- **Supercharge productivity.** Increase conversion rates with the industry's most powerful end-to-end sales acceleration solution.
- **Minimize risk.** Centralized administrative controls ensure your brand is represented consistently, and your communications are compliant throughout your organization.



### Vantage Marketing<sup>SM</sup>

**Keep your brand front and center ... automatically**

Stay in front of borrowers, referral partners and past clients with the industry's most powerful automated marketing engine.

- **Deliver the right message.** Pre-set and custom campaigns for prospecting, in-process, post-close and referral marketing guarantee your message is delivered at the right time.
- **Get results.** Use our award-winning, timely, relevant and effective marketing content or build your own with easy-to-use templates for email, print and social media.
- **Stay compliant.** Confidently control who can create, edit and publish content, establish mandatory approval processes and rest easy with automated archiving.



### Vantage Sales<sup>SM</sup>

**Close more loans with increased conversion rates**

Regulators demand proposals that are suitable, clear and consistent. So do consumers. MLOs want an easy way to satisfy both. VIP delivers.

- **Create powerful loan presentations.** Set your business rules and automatically generate suitable and easy-to-understand product options for borrowers.
- **Deliver clear, visually appealing proposals.** Your consumers can access presentations when and where they want — anytime, anywhere via PC, the Web or mobile.
- **Ensure consistency.** Stay compliant with mandated enterprise-wide compliance, branding and best practices, including complete archiving capability.

**Data is your most valuable asset. Get the most out of it with complete and secure integrations.**



Access a single database of contacts and real-time loan information to drive sales and marketing effectiveness. Supercharge your team's productivity by eliminating redundant data entry and toggling between multiple systems.

Close loans more quickly. VIP delivers seamless integration with your LOS, PPE and credit reporting agency.



### Vantage Sites<sup>SM</sup>

**Dynamic websites designed for desktop, tablet and mobile**

Ready to launch. Vantage Sites are specifically designed to increase sales efficiency and client support, including corporate, branch and MLO level sites.

- **Drive online lead generation.** Close more loans with a full online 1003 and lead capture forms that seamlessly integrate with the complete VIP platform.
- **Showcase your brand.** Prospects, clients and referral partners will recognize they are working with the best and most trusted partner — you!
- **Provide cutting-edge service.** Give your borrowers password protected 24/7 access to key milestone updates in a personalized Loan Status Center.



### Vantage Partners<sup>SM</sup>

**Be the #1 choice of top REALTOR® referral partners**

Maximize key relationships with a mobile-optimized resource center that delivers exactly what referral partners need to succeed.

- **Amplify your reach.** Drive business together with easy-to-create co-branded marketing that automatically include your disclosures and branding.
- **Provide content and tools referral partners need.** Deliver business building resources to give you the competitive edge, including housing market news, professional development, a full suite of calculators and more.
- **Build trust and loyalty.** Make your partnerships shine with consistent loan-in-process communications through the always up-to-date Loan Status Center.



### Vantage Mobile<sup>SM</sup>

**For the mortgage pro on the go**

Drive business anytime, anywhere. Vantage Mobile puts the power of your business in the palm of your top producing MLOs' hands.

- **Extend the value of VIP.** Wherever the MLO is — in the office, at home or on the road — they have what they need all with the same level of security VIP offers in a “mobile-first” design.
- **Never miss a beat.** Your MLOs can engage in their most productive next activity with current contacts or new leads right from their tablet or smartphone.
- **Outshine the competition.** Win with a higher level of customer service with prospects, clients and referral partners when your MLOs have the tools and resources they need at their fingertips.

#### Keep your client information secure and confidential.



An independent auditor verified Vantage Production's information security practices, policies, procedures and operations meet the AICPA SOC 2 Type 2 standards for security, availability and confidentiality.

Offered in a Software-as-a-Service (“SaaS”) model, VIP is easy to implement, cost effective to operate — and gives you peace of mind.



### **Vantage MMG<sup>SM</sup> – Make your team the “go to” market professionals**

Enhance your MLOs' credibility with daily market updates, market analysis and expert insight designed to drive success.

- **Your own team of industry experts.** Put the experience and knowledge of our market experts to work for you. They study the market so you don't have to and notify you of significant changes — saving you time and effort.
- **Be prepared every day.** Your MLOs earn the trust of clients and partners when they confidently respond to market questions using the analysis and guidance provided each day.
- **Exceed expectations.** Give your team the competitive edge with the tools they need to clearly communicate current market conditions that build their reputation as the mortgage professional in the know.

## Coming Soon...



### **Vantage Toolbox<sup>SM</sup> – Create your dream team**

Recruit, educate and retain the industry's best and brightest with the most robust e-learning environment, courses and resource library available in the mortgage industry.

- **Keep your team up to date.** Offer state-of-the-art online training and a comprehensive library of skill-building resources to give your team the competitive advantage.
- **Empower your branch managers.** Enhance branch managers' performance with the knowledge and skills they need to excel.
- **Centralize training on one platform.** Gain peace of mind with real-time reporting to ensure company training objectives are met.

Find out how VIP can ignite your business.  
Schedule a Discovery Call today (800) 963-1900.

