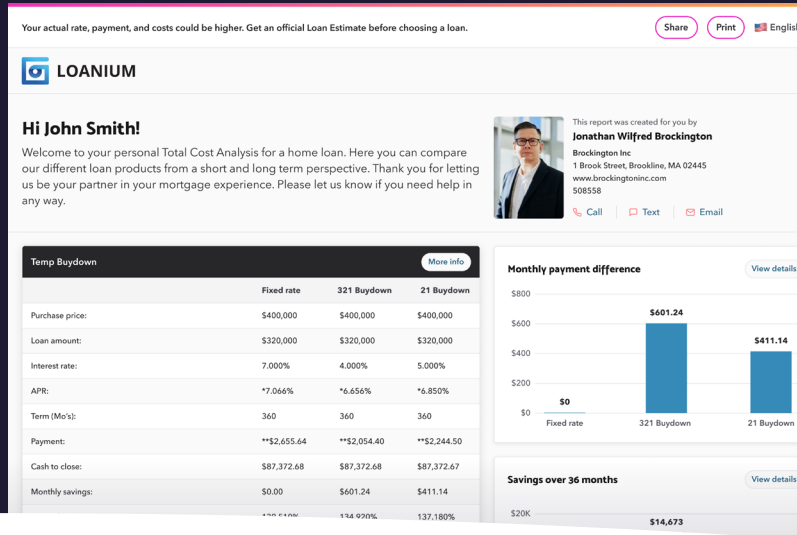


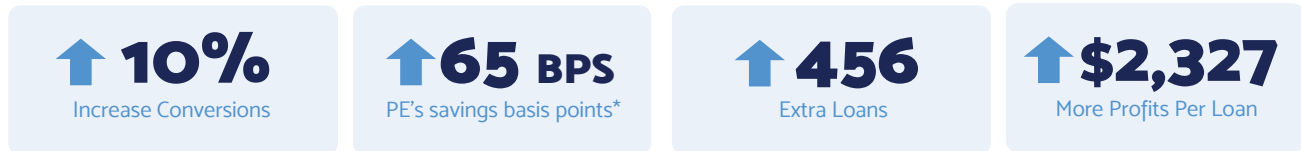


# Boost Conversions & Profits



## Mortgage Coach Drives Success

Need proof? See how Mortgage Coach drives success for NFM Lending.



\*The 94 Loan Officers who use Mortgage Coach were 65 bps more profitable than the 319 Loan Officers who do not use Mortgage Coach.

## Confidence is Key

Standard fee worksheets aren't an effective tool for Loan Officers. They're confusing and boring, slowing down the decision-making process and leading to unwanted borrower behaviors like rate shopping.

A Mortgage Coach Total Cost Analysis (TCA) makes loan options easy for borrowers to understand. Loan Officers who use Mortgage Coach create excitement and dramatically improve their funding conversion rates by helping borrowers understand the differences between available loan options.

Mortgage Coach helps your Loan Officers move beyond the rate, selling with advice not price. It supports a solutions-oriented approach to deliver the best experience, helping Loan Officers:

- ✓ Visually explain the short and longer-term impact of different loan products and scenarios on monthly payment, interest paid over time, net worth and other top-of-mind decision factors
- ✓ Accurately and compliantly align the borrower's needs to the right loan
- ✓ Educate borrowers (and their realtors) to improve borrower confidence and close more loans

## Why Mortgage Coach?



### Increase Conversion Rates

- Improves conversions 9% - 10% on average
- Reduces rate shopping
- Speeds time to application
- Decreases deal fallout



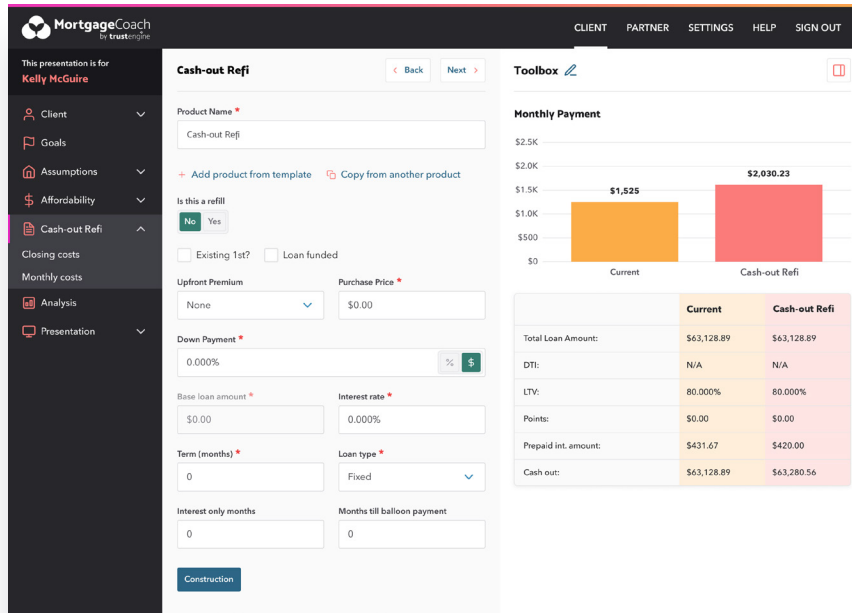
### Improve client retention

- Positions you as a trusted mortgage expert
- Improves borrower experience
- Drives decision confidence through transparency and clarity



### Boost profitability

- Compares a broader product mix
- Focuses on dollars vs. rates to reduce price exceptions by 6 - 65 bps



## How Will You Create Trusted Borrower Relationships?

Mortgage Coach is available three ways:

**1. Borrower Intelligence Platform**  
Amplify your success with our comprehensive performance marketing solution that includes Mortgage Coach access.

**2. Mortgage Coach Enterprise License**  
Empower your team of 20+ Loan Officers to become trusted mortgage experts, leveraging the power of our Enterprise edition.

**3. Mortgage Coach Individual / Small Team Edition**  
Guide your borrowers to faster, more confident decisions with individual Mortgage Coach licenses.

## Backed by the Power of TrustEngine

TrustEngine clients are never alone! Leverage our extensive training resources, robust knowledge base, webinars, YouTube channel, and expert Support team to optimize your results.

## Want to learn more about Mortgage Coach?

Read about [HomeOwners Financial Group](#), who used Mortgage Coach to reduce pricing exceptions 16% and increase conversion by 9%.

[Book an Enterprise demo](#), or learn more about our [Individual & Small Team edition](#).