



**IT'S TIME FOR YOUR  
MARKETING TO**

**SOAR**

*Strategy. Opportunity. Automation. Results.*

# Rise Above the Competition with Eagle's Marketing Platform,

# SOAR.

Building a strong business strategy that includes all of the available marketing channels can seem like you're trying to climb Mount Everest. But you don't have to do it alone. With Eagle's Marketing Platform, you'll have the tools, the training and the support you need to take your business to new heights.

From automated social media campaigns to personalized, on-demand Total Expert collateral, we want you to feel empowered and supported in achieving your business goals.



**HIGH TECH  
ENABLES  
HIGH TOUCH**

# EAGLE'S MARKETING PLATFORM

## SOAR INCLUDES



### DIGITAL MORTGAGE

The modern digital mortgage experience with a personal touch. Capture more business than ever with our lead conversion technology, complete with Encompass integration, to streamline the application process.

*Paperless. Effortless. Awesomeness.™*



### TOTAL EXPERT

A complete marketing operating system that will automate the follow-up process so you can turn more leads into buyers. Gain access to a full library of marketing collateral that can be co-branded with your NHCs and partners!



### LOAN OFFICER SITES

Mobile-responsive, customizable websites to help you build your brand in your local market. Add your bio, social media profiles, customer reviews, and more. You can even add real-time Zillow reviews.



### SOCIAL MEDIA

Comprehensive social media support to help you establish and build your social network through our platform Sprinklr. Utilize relevant, fresh content at the click of a button, or simplify things even more by signing up for autoposting.



### MORTGAGESAT

Gain valuable insights into your customer's experiences. Our real time, 24/7 borrower satisfaction monitoring and intelligence helps our Loan Officers leverage MSAT to assist with building their online reputation and business.



### CONTENT MARKETING

Build a local market presence and establish your home loan and financing authority with keyword-rich content and comprehensive campaigns created around specific topics.



### MARKETING SUPPORT

An in-house team of marketing experts to help support you in your unique business initiatives. Let us coach, guide and empower you as you set forth in your marketing initiatives.

Strategy. Opportunity. Automation. Results.



# The next generation Loan Officer has to serve the next generation consumer.

## The next generation consumer is already here!



### Today's Mortgage Landscape

The internet is being used in the homebuying process more than ever before. Potential homebuyers are showing up to open houses educated and informed. They've already checked the home out online and looked at reviews, prices and various loan product options. They're also contacting an average of **2.3 lenders** about financing options<sup>4</sup>. So how do you stand out?

You must be prepared to reach potential homebuyers across email, paid search, mobile, and social media channels to stay competitive in this rapidly changing and digitally-driven real estate environment.

<sup>1</sup>Source: NAR Trends Report 2017

<sup>2</sup>Source: Fannie Mae 2017 National Housing Survey

<sup>3</sup>Source: Zillow Group Report 2016

<sup>4</sup>Source: Zillow Group Report 2016

# 88%

of homebuyers finance their home purchase.<sup>1</sup>

Most recent homebuyers sought out person-to-person sources and online research.<sup>2</sup>

### THE TAKE-AWAY?

You need to be innovative, engaging and accessible!

# 89%

of buyers turn to the internet at some point when searching for a home.<sup>3</sup>

# EAGLE'S DIGITAL MORTGAGE

## Tech Designed to Help You *Connect and Convert More.*

At Eagle, we've partnered with industry leading technology that integrates directly with Encompass to streamline the application process and empower our Loan Officers to grow their business.



### CONVENIENT

Your customers can start their application from their phone, tablet or laptop – wherever they want, when they want. Our auto-save feature allows them to pick-up right where they left off.



### SECURE

Your borrowers will have peace of mind knowing our state of the art technology is keeping their private information secure with 256-bit bank-level encryption.



### SIMPLE

Your customers will have access to on-demand support, regardless of where they are - whether it be online, over the phone or in person.



### PAPERLESS

With less paperwork, your borrowers can automatically connect their bank statements, tax records and income documentation in just minutes.



*Paperless. Effortless. Awesomeness.™*

With Eagle's Digital Mortgage platform, powered by Blend, customers can experience a streamlined and transparent process like never before. They can complete a pre-qualification in as little as 10 minutes. And that all means less stress for you.

The future of home financing is here *today!*





# Let Total Expert Help You Turn Leads Into *Buyers!*

## WE'VE AUTOMATED THE FOLLOW-UP PROCESS

Our campaigns automate every aspect of your customer's journey, from first touch to pre-qualification and beyond. You can even direct your social media and email traffic to beautiful landing pages that are integrated directly with Total Expert, impressing both customers and prospects.

## MANAGE YOUR LOAN PIPELINE BY TRACKING LOANS AND TRANSACTIONS THROUGH INTEGRATED DASHBOARDS

Our marketing automation system allows you to nurture and grow your database and reach leads with relevant and timely content to help ensure that you convert more. Our automated system works for you 24/7 so you can focus on what you do best – closing loans!

## SHOW OFF YOUR EXPERTISE WITH STYLE

A complete library of co-brandable print collateral, customizable social media pieces and email campaigns designed to educate and inspire your database.

And the best news? The campaigns are written, designed and built with your specific business model in mind so you don't have to worry about figuring out the right messaging or day to send your leads a message.

## CAN'T STOP, WON'T STOP

Total Expert is mobile-friendly and can be utilized at any time, day or night. Quickly pull up loan details and important dates on a Sunday night or access a helpful flyer to send to your customers.

### *Pro Tip:*

Integrate Office365 with your Total Expert account to sync all of your appointments and tasks to your Outlook calendar. You can also view emails to and from your leads in one place.



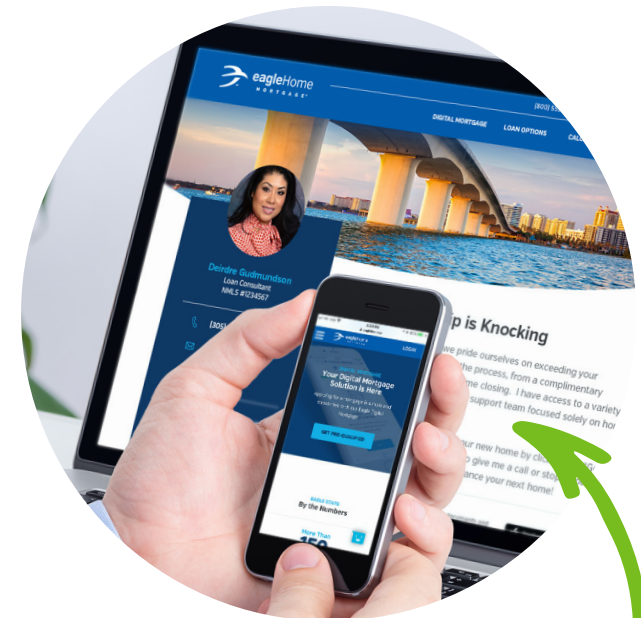
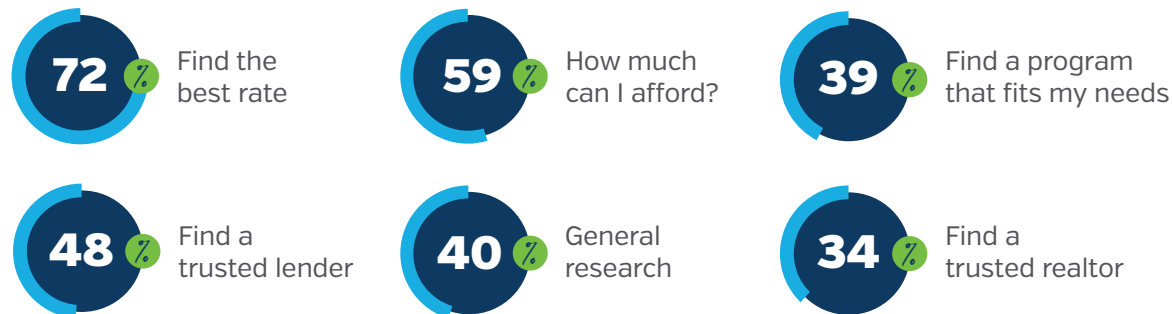
# CUSTOMIZABLE WEBSITES

People are empowered and connected like never before. They rave or criticize, loudly and publicly. Your brand is a sum of every interaction they've had with you, starting with your online reputation and brand. And in a world where you don't always meet your customers face-to-face, it is more important than ever.

Your personal brand is your greatest asset. It is what differentiates you from everyone else, and it is vital in today's digital world. Our mobile-responsive Loan Officer websites are customizable - allowing you to develop your online strategy, manage your online reputation and speak directly to your leads and customers.

## Online Homebuyer Activity

Ellie Mae<sup>1</sup> recently surveyed mortgage borrowers to better understand how they use technology to get a purchase or refinance loan. So what did some of the most popular research topics include?



## Modern Design

- Responsive, mobile-friendly design
- Drive customers to your Digital Mortgage pre-qualification link
- Highlights your personal photo, bio and awards
- Integrated with real-time Zillow reviews
- Handy mortgage calculators
- Social media links to stay connected
- Access to timely and relevant content to share on social media to drive traffic
- Dedicated landing pages for different campaigns with your information

<sup>1</sup>Source: Ellie Mae Digital Report 2018



## SOCIAL MEDIA

*Reach. Engage. Listen.*

It's time to spread your wings and fly into the world of social! Your online presence and engagement is largely made up of your social media presence. If you're not on it, you're missing out! But you don't need to be a social media expert to flourish.

With Eagle's Marketing Platform *SOAR*, you can build your social network using our social media tool, Sprinklr. And because we know your time is important, you can utilize auto-posting so that your page is always fresh and engaging.

### Some key benefits of Sprinklr include:

- Nearly 1,000 compliance-approved images and posts
- Ability to filter content by type and keyword tags
- Manage all of your social media accounts from one place
- Opt-in to enable automated postings
- View and respond to fan comments

### SUBSCRIBE TO AUTO-POSTING OR GET SUGGESTED CONTENT ON THESE CATEGORIES IN SPRINKLR:

- |                         |                         |                |
|-------------------------|-------------------------|----------------|
| • Active Adult          | • Holidays              | • Just for Fun |
| • Financial IQ          | • Homebuying            | • Lifestyle    |
| • First-time Homebuyers | • Industry/Company News | • Refinance    |

## DID YOU KNOW?

**81%**

of people in the U.S. have a social media profile.<sup>1</sup>

**1.5B**

people use Facebook globally.<sup>1</sup>

**85%**

of consumers trust online reviews as much as a personal recommendation.<sup>2</sup>

**91%**

of real estate agents use social media.<sup>3</sup>

<sup>1</sup>Source: Statista 2017

<sup>2</sup>Source: BrightLocal Local Consumer Review Survey 2017

<sup>3</sup>Source: NAR Quick Real Estate Statistics





MortgageSAT

MSAT helps us identify areas for improvement and then **automate** solutions.

*High-tech meets high-touch!*



# Real-Time 24/7 Customer Satisfaction Monitoring and Intelligence

Did you know that Loan Officers who work for companies using MortgageSAT produce on average one extra loan per month versus those who do not? That can be largely attributed to the old adage, “*What you can measure, you can change.*”

1.

## DO ONE MORE LOAN

Loan Officers who work for companies using MSAT produce an extra loan per month on average versus those working for companies that do not.

2.

## TURN POSITIVE FEEDBACK INTO REFERRALS

Whether you share your positive customer feedback with potential leads or we post testimonials online for you, MSAT helps establish you as trustworthy.

3.

## SEE YOUR BLIND SPOTS

Find out if you need to increase your product knowledge, explain the loan process better, attend more closings or perhaps improve your response time.



## CONTENT MARKETING

Content marketing is a strategic approach that focuses on creating and sharing content that is valuable, relevant and timely. By doing so, you can continuously attract and retain a clearly-defined audience—and, ultimately, increase your business.

Our goal at Eagle is to help you become the home loan and financing authority. Through the utilization of a strong, comprehensive content strategy, you'll be empowered to build a brand set to educate, inform and inspire your customers.

### CONTENT TYPES

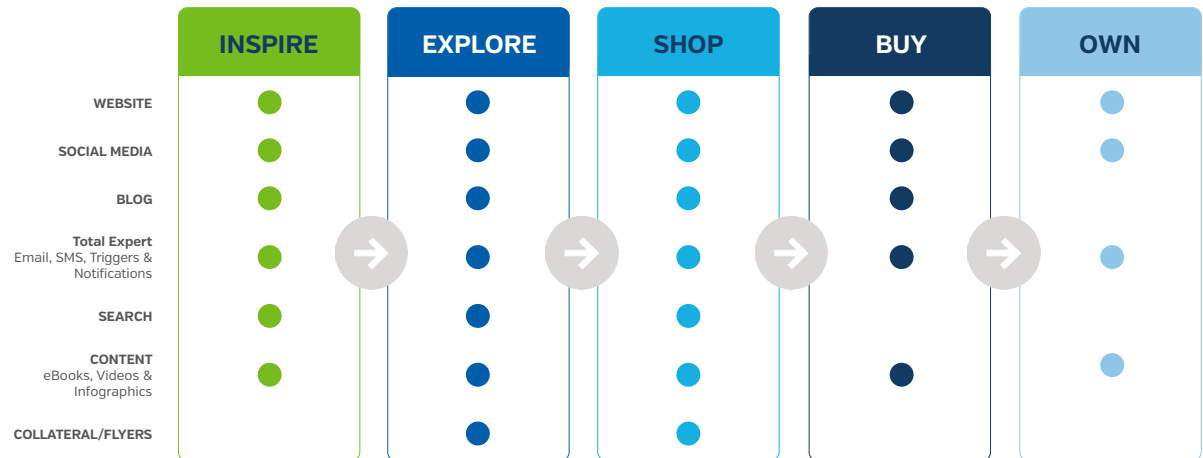
- Web pages
- Blog articles
- Videos
- Social media posts
- eBooks
- Reviews
- Infographics/imagery
- Flyers

Content Builds Relationships.  
Relationships Are Built On Trust.

*Trust drives revenue!*



## THE CUSTOMER JOURNEY





# Marketing Support

At Eagle Home Mortgage, our in-house Marketing team is here to support you in reaching your business goals. Let us coach, guide and empower you as you set forth in your marketing initiatives - throughout every stage of the customer journey.

## PURPOSE-DRIVEN MARKETING

- Receive a timely turn-around on requests so you can focus on what matters most - building your business and closing loans.
- Provide value to your customers with content that speaks directly to your leads and educates them during the homebuying process.
- Drive results with custom offerings, events and marketing pieces.
- Order Eagle swag and Welcome Kits to increase your presence in Welcome Home Center's or referral partner offices.
- The in-house Eagle Marketing team works directly with Lennar to ensure consistency to make your life easier!

Prior to sending Marketing a custom request, make sure there isn't already something in Total Expert. We're listening to what you need and are continuously adding new collateral regularly!



Take your marketing to new heights with *SOAR!*



**Learn More at [eaglehm.com/careers](https://eaglehm.com/careers)**



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