Mortgage Returns Checklist

Your guide to making the most of your Mortgage Returns CRM

Getting Started

+/- Attend a live training session or watch a recorded version to get the basics down

Refresher Training Link to video   Sign up for a live class

+/- Verify your contact information in Mortgage Returns by previewing *a Premium Email* and/or a *MS Word Document* Click Here for a how-to video

+/- Send Mortgage Returns your Past Client, Realtor, Referral Partner or Prospect database for upload. Email to databasesupport@mortgagereturns for upload.

Mortgage Returns can hold a variety of different record options for you.
See More Information Here

+/- Add yourself into the database to ensure receipt of newsletters and email sends.
Click Here for a how-to-video

+/- After your database is loaded, send the I've Joined a New Team Premium Email.
Click Here for a how-to video

Next Steps...

+/- Add Realtors and Referral Partners to Economic Commentary Newsletter, Agent Edition Newsletter or other Targeted Campaign geared towards Referral Partners.
Click here for a how-to video.

+/- Send seasonal marketing messages to entire database or use the Recipe or Holiday Recurring Campaign. Click here for a how-to video

+/- Ensure Prospects are loaded into the system and send Targeted Campaigns.
Click here for a how-to video.

+/- Link Realtors to Prospect records added into the system in the record using "Referred by" field. Click here for a how-to video.

+/- Want to know how your email marketing is going? Check out the Mass Email Report available in the Reports section. Click here for a how-to video.

Enhance your Mortgage Returns Marketing Experience

+/- View all marketing messages available to send to your database.
Click here for a how-to video.

+/- Use the Hotlist to follow up on Rates and Savings Opportunities.
Click here for a how-to video Part I   Click here for a how-to video Part II

Need more information? Click Here

+/- Use Hotlist to follow up with Realtors and Prospects as Needed.

+/- Ensure all new Realtors and Referral Partners are added to the system and assigned to Newsletters. Click here for a refresher how-to video.

Description of Record Classes, Types and Descriptions

C   **Customer Record Type**:

The customer record type indicates a closed-loan record that has been pulled over from your loan origination system.

CC   **Customer Contact Record Type**:

The customer contact record is used to indicate a past customer for which you do not have all of the loan details. When a loan officer brings a database from a former company, many times the loan officer is missing key data regarding their loan. Instead of uploading the database of contacts as prospects because of the lack of data, we have created the Customer Contact record type to indicate that the contact is a past customer for which you may not have all of the loan details.

P   **Prospect Record Type**:

The prospect record type indicates a prospective client, and you can further classify your prospects as cancelled, denied, purchase, refinance, and withdrawn. For purchase prospects, you can also select the appropriate description: existing relationship, first time homebuyer, or new relationship. Similarly, you have the option to select whether your refinance prospect is an existing relationship or a new relationship.

PE   **Prospective Employee Record Type**:

The prospective employee record type indicates a prospective employee; you can further classify a prospective employee in the system as a branch manager, loan officer, new hire, or processor.

R   **Real Estate Agent Record Type**:

The real estate agent record tag is used to indicate real estate agents with whom you have a relationship. You can classify an agent as a desired relationship or an existing relationship.

RP   **Referral Partner Record Type**:

The referral partner record tag is designed to indicate any other business partner aside from a realtor. You can further classify a referral partner as an attorney, builder, CPA, or investor.

Hotlist Definitions

Hotlist: A list of customers you should contact today

My Hotlist Settings: The triggers page that holds all the global settings you have set for everyone in your database

Rate: Signifies the customer's interest rate is higher than the company's current rates. It is defaulted at 0.375% and you can use the drop-down to easily adjust the rates to your preference. There are also additional spreads where you can add for investment properties and second homes. Keep in mind that when you use these additional spreads, it will be on top of the rate you entered in the first field.

Savings: Indicates a customer could save on their monthly principal and interest payment based on current interest rates and really works in tandem with the rates trigger. You can hard type into the field the dollar amount you prefer. Keep in mind that your Company Administrator or someone in your secondary department will be updating your company's rates. Mortgage Returns recommends to your Company Administrator to use a yield spread around 101 – 101.5. The reason we have your company entering rates in that spread is because when the saving trigger appears on your Hotlist, telling you a customer can save $100 or more on their monthly payment, you know they really can save that much money on their monthly payment because there's spread built in the interest rates already.

Equity: Signifies the customer's Loan to Value (LTV) has reached a significant threshold and should be evaluated. All triggers are proactive so that you can reach out to your customer and let them know a significant loan event will be happening in the near future. Therefore, the equity trigger defaults at 18% but you can hard type into the field to have several triggers for this notification if preferred.

Appreciation: You will not see your customers on your Hotlist due to the appreciation, but the reason it's on the Hotlist settings page is that it will allow the equity to trigger more accurately. The numbers you enter can be positive, flat (0), or negative.

CLTV: Combined loan to value trigger. We have the CLTV trigger for those combo loan customers whose combined equity exceed 20% and in addition can save $100 on their monthly payment so you can contact them about potentially wrapping their first and second mortgage together to save them some money.

Principal: Signifies the jumbo loan customer's remaining balance is near the conforming loan ceiling of $417K. This trigger is also proactive and defaults at$425K.

Maturity: Indicates the customer's balloon is nearing the maturity date. When the maturity date happens, chances are the customer will need to refinance as they won't be able to pay off the loan. This setting is defaulted at 9 months so that you have a chance to get in front of this opportunity.

Repricing: Indicates the customer's adjustable rate mortgage (ARM) loan is ready to adjust. We have this trigger defaulting at 6 months so you have time to reestablish the relationship with the customer and start going over options with them.

Anniversary: Based off the close date of the loan and signifies the customer's account is approaching the annual loan review date. The annual loan review analysis should let your customer know that they are either well positioned relative to the current market or that to fully evaluate their options, you need to run an updated credit report.

Assign Birthday Campaigns: When enabled, each record with a valid email address and birthdate receives a personalized email automatically from you. Your Company Admin may have already turned this trigger on for your company.

Birthday: When enabled, all birthday triggers show up on your Hotlist to remind you to send them a letter or take another action to wish them a happy birthday. This will automatically be turned on for you as a new user.

To have only the records **without** a valid email address appear on your Hotlist (if you are using the Birthday Campaigns), check the box next to "Only display contact records without valid email addresses on my Hotlist".

Newsletter: When enabled, the Home Edition newsletter is assigned and sent to all of your contacts every 6 weeks. Your contacts will not appear on your Hotlist for this.

Auto-Assign: When enabled, all new prospect records that are pulled into Mortgage Returns through uploads or LOS Connect will automatically be enrolled in an introductory campaign (if your company has a campaign set up for auto-assign).

Snooze Settings: This is a way to temporarily turn off all of the triggers (aka keep them from appearing on your Hotlist) listed in your Hotlist Settings. The default is set at three months, but you can customize these to what you will want to use in most cases.