FINLOCKER®

Inventory and Affordability Challenges have Extended the Home Buying Readiness Journey

What consumers need and desire:

Empowerment Through Knowledge:
Equipped with tools and insights to navigate the complexities of financial planning with confidence. Empowered to take control of their financial and emotional journey towards homeownership.

Personalized Support and Encouragement:
Receive personalized guidance that acknowledges their unique financial challenges. Feel supported and encouraged to overcome hurdles that stand between their dream of homeownership.

- **Clarity and confidence in the home-buying process:** Understand each step of the mortgage process with clarity, transforming what can be an overwhelming experience into an exciting milestone. Feel confident as they move closer to making homeownership a reality.

- **Trust and security in making financial decisions:** Enjoy peace of mind knowing their personal and financial information is held in strict confidence, with a guarantee of bank-level data security and privacy. Trust that their journey to homeownership is protected and supported every step of the way.

How we educate and engage them:

- **Persona-based journeys** power the app to perpetually assess where users are on their homeownership journey. Automation within the system guides them with data-driven dynamic action plans.

- **Digital personal finance tools to help them achieve their homeownership goals and objectives, based on persona:**
  - I'm just getting started
  - I'm ready to qualify for a mortgage
  - I hit a challenge and need help
  - I'm ready for the next step
  - I'm not currently looking (homeowner)

- **Journeys that guide them to accomplish the homeownership goals they selected during account creation:**
  - Find the right home for my budget
  - Learn about the right mortgage for me
  - Improve my finances to get approved
  - Save up for a home-related goal
  - Grow my household wealth
  - Be a savvy homeowner

- **Email / push notifications:**
  - Credit score increase / decrease
  - Credit alert placed on credit report
  - Credit streak achieve
  - Property value update
  - Readiness streak achieved
  - Re-engage inactive users after 3 months

How we add value:

- **We put consumers in control of their financial wellbeing** with tools to:
  - Build and monitor their credit
  - Manage their financial accounts and spending
  - Create goals and budgets to save for a down payment and closing costs, pay down debt, achieve financial goals
  - Track their progress toward mortgage readiness
  - Overcome their financial challenges to achieve mortgage eligibility with personalized action plan
  - Search and save properties
  - Track home value and home equity
  - Educational resources to improve their financial literacy and knowledge of the mortgage process
  - Contact their loan officer and share the results of the Readiness assessment to get pre-qualified
  - Securely save financial documents and share financial data with their loan officer for a pre-qualification and mortgage application

- **While our business model is B2B2C, we put the consumer first.** We regularly interview consumers to understand their needs to inform our product roadmap. Assisting our clients' consumers on their journey to homeownership is a success for us.

FINLOCKER®

Mortgage Originators seek a Cost-effective Competitive Edge to Connect Up-the-funnel with Homebuyers

What our clients need:

- **Lead nurturing:** A solution to slow the leakage from their lead database for:
  - Renters & dreamers (18+ months out from buying a home)
  - Prospective homebuyers (3-18 months from buying a home)
  - Homeowners (existing borrowers and future refinance and purchase transactions)

- **Organic lead generation:** Lead magnet and call-to-action on their social media and other direct to consumer marketing to attract prospective homebuyers to their business.

- **Recover turn down applicants:** Re-engage and nurture turned down applicants to overcome the financial reasons their mortgage application was denied.

- **Create customers for life:** A platform to stay meaningfully connected with homeowners after closing so they'll stay top-of-mind for the next home-related opportunity.

- **A safe and secure consumer engagement platform** that will not sell the personal information or financial data of their consumers to their competition or cause credit triggers.

How we engage them:

- The assigned **Customer Success Manager** regularly meets with their clients to provide overall team and user analytics, address any concerns, listen to their suggestions, and advise how the FinLocker platform can help solve their business goals.

- **LO Playbooks** provide best practices and guidance to distribute and enroll existing customers to use their app.

- **Real-time alerts** when a consumer:
  - Self-selects as Ready to Buy
  - Achieves 4 stars in Readiness
  - Credit score increases one tier (e.g. poor to fair)
  - Sets a monthly payment goal
  - Searches for a property (also can alert the real estate agent)
  - Saves at least one property*

- **Emails** that inform clients and their loans officers on the **enhancements** to the FinLocker platform.

- FinLocker **Customer Academy workshops**.

- **Live demos** of platform enhancements.

- **Thought-leadership papers** and guides with market trends and practical advice to build business with consumer and referral partners using their branded FinLocker platform.

    *roadmap

How we add value:

- **ROI positive solution** for mortgage originators to generate and nurture their database.

- **Plug n play marketing collateral** – social media posts, videos, enrollment emails, landing pages - to promote the app and reach, assist and engage consumers.

- FinLocker is **aligned to the business goals of our clients** during the sales process and throughout onboarding.

- **Co-branding** of app with real estate agent(s) to build their database and strengthen their agent relationships.

- **Admin portal** provides visibility into:
  - Summary of all active consumer apps
  - Recent consumer activity
  - Credit score band of each consumer
  - Consumers who have recently improved their credit scores
  - Homeownership objectives of their consumers
  - Readiness star distribution of their consumers
  - Property value and search related activity

- **APIs** for connectivity to enterprise CRM.

- **Integrations** with Total Expert and Shape Software CRM.