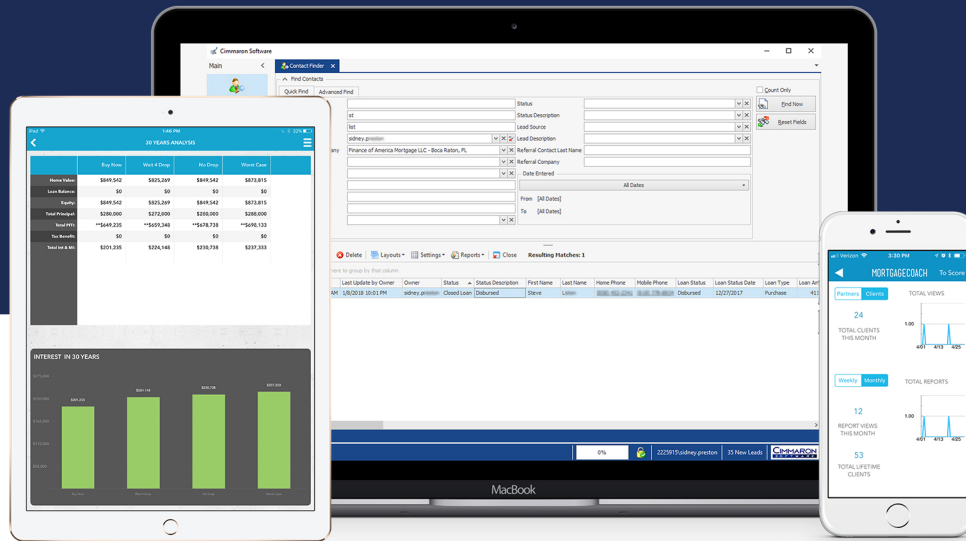


# Mortgage Coach and Cimmaron Integration



## Cimmaron combines contact management, lead management and automated marketing into a single solution

Mortgage Coach is the mortgage industry's only comprehensive borrower conversion platform. With Mortgage Coach's Total Cost Analysis, financial and real estate professionals provide clearly illustrated mortgage options with detailed financials, charts, video narration, and real-time updates on any device, ensuring an informed home loan choice.

Cimmaron Mortgage Manager is a Customer Relationship Management System built specifically for the mortgage industry. It combines contact management, lead management and automated marketing into a single solution.

Mortgage Coach integration with Cimmaron provides Loan Originators with manual and automated options for the creation of a Total Cost Analysis at any stage of the loan process - at point of sale for new loans or annual mortgage review for post-closing analysis.

- Access with single sign on to separate systems
- Send and receive customer information directly from a single source
- Create visual loan comparisons with minimal data entry
- Leverage business rules to automat when to create a loan analysis



Increase referrals from improved customer satisfaction



Save time, effort and energy through elimination of redundant data entry



Improve communication between borrower and Loan Originator



Reduce loan acquisition costs by leveraging past customer database