QUICK REVIEW

RatePlug Program Overview

for FMLS

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05 SUPPORT (MEMBER DASHBOARDS, SUPPORT TAB)

Addressing the Affordability Issue.

01.

9 out of 10 buyers are dependent on a mortgage to buy their home.

02.

The majority of the home buyers ages 22-56 are only able to put down 10% or less.

03.

Only 19% of buyers think now is a good time to buy according to NAR.

04.

Buyers do not know financing options that are available to them today.

AFFORDABILITY INFO ON EVERY LISTING

MLS System Integration

Homebuyer benefits:

Understand affordability of homes they are viewing with the Realtor.

Can interact with payment details to customize experience.

Can contact LO, or access pre-approval or application.

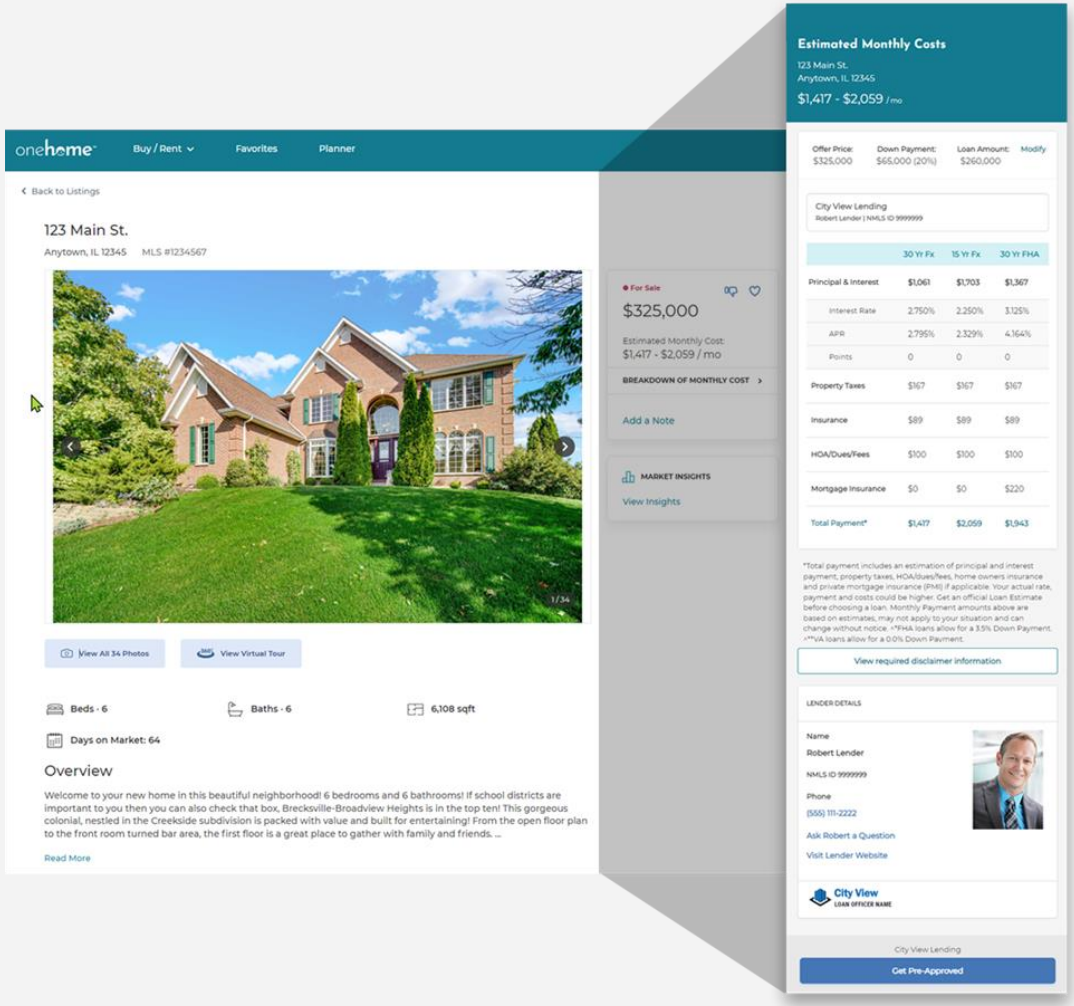
Loan Officer benefits:

Their information is seen every time a homebuyer views a property listing report from their Realtor.

Realtor benefits:

They keep control of their transaction , ie. Sticky content.

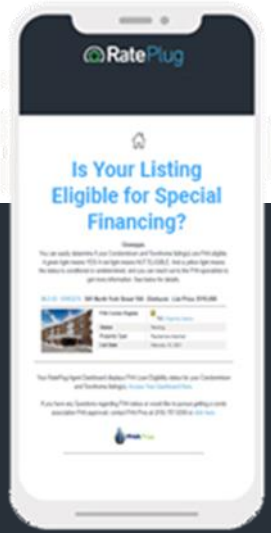
They do not do anything different as we are embedded within their system.



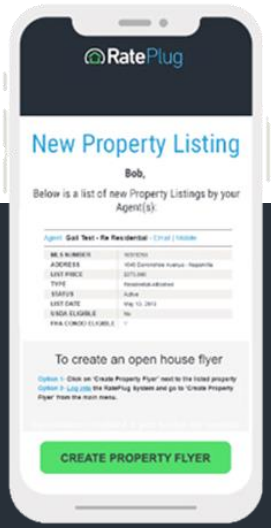
RATEPLUG ALERTS / INSIGHT SYSTEM

RatePlug generates and sends alerts to the Agent or to their Loan Officer to facilitate proactive support to help the agent sell a home (flyers, special finance information, etc).

To Agent

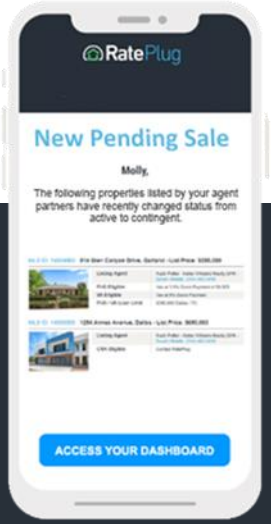


To Agent

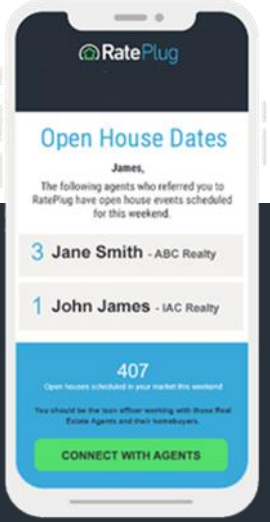


To LO

To LO



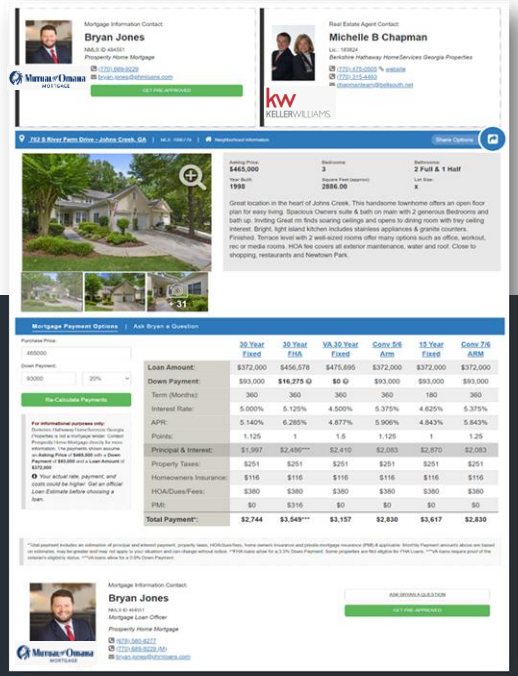
To LO



To LO

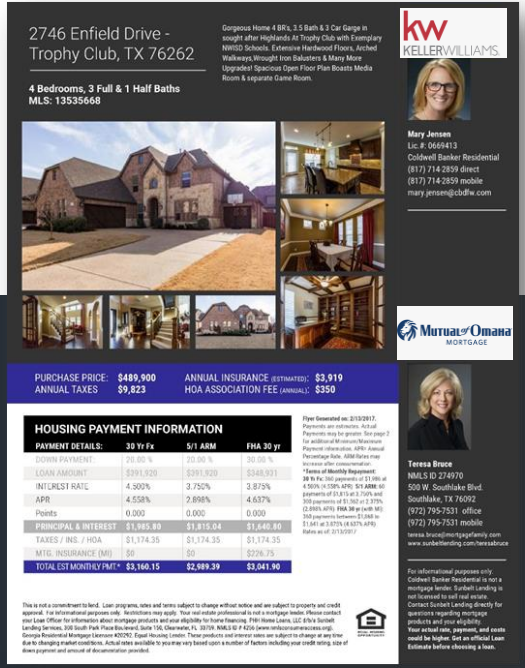
PROPERTY FLYER SYSTEM

Automatically created and sent to Agent when property listed.



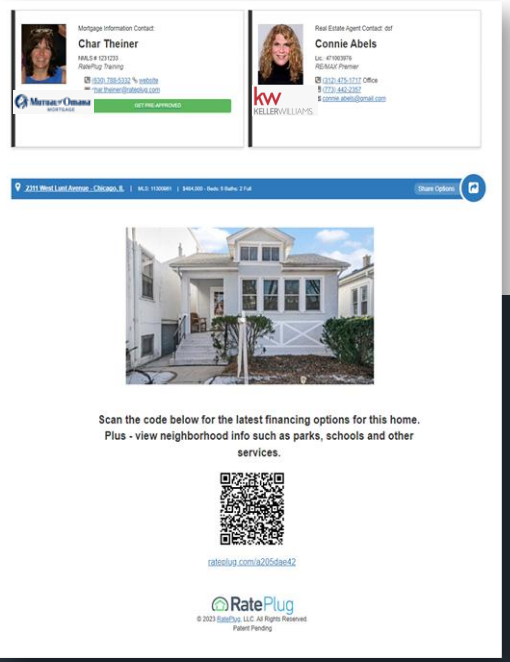
Digital

LO can create in seconds. Multiple templates available.



Printable

Print and display in home for new listing or open house. QR code scan creates digital flyer for buyer.



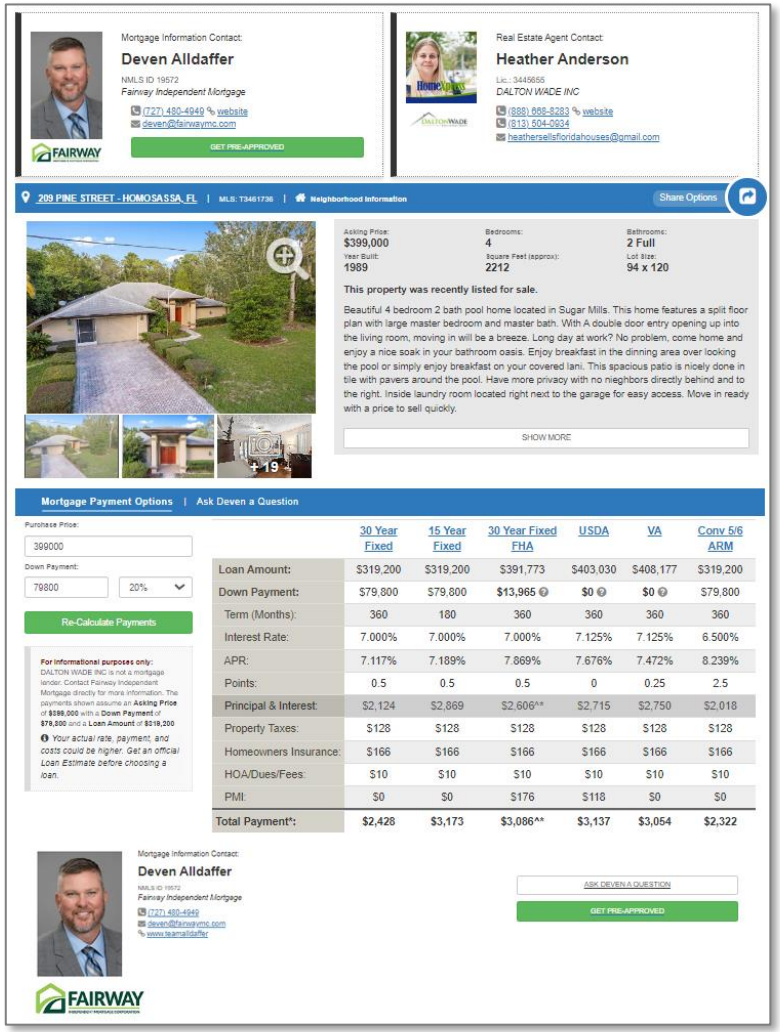
QR Code

DIGITAL FLYER/SINGLE PROPERTY WEBSITE

Digital Property Flyer

An all-digital version for texting and email distribution. Can also shared via social media. RatePlug email's a virtual flyer on behalf of the LO for every New Listing and Open House alert received.

Flyer is also generated for active buyers via QR code that is displayed by Agents at open house events.



SUPPORT

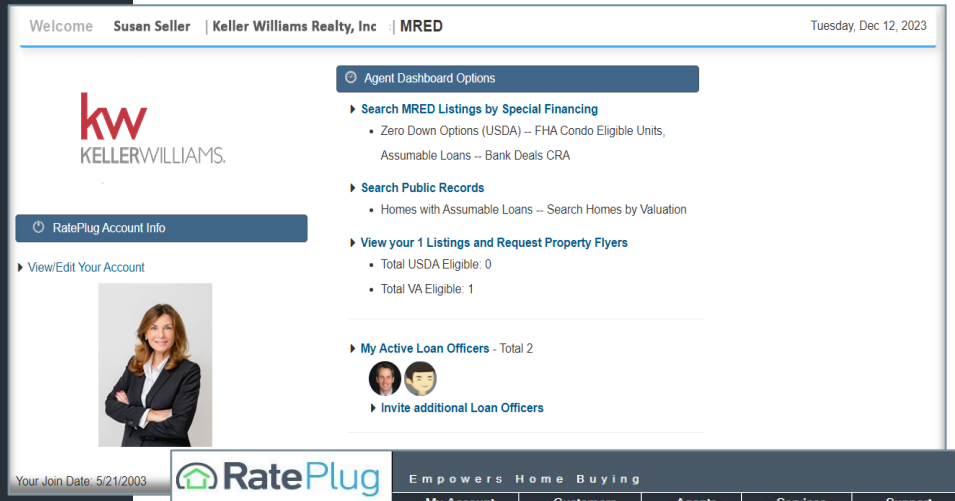
Member Dashboards

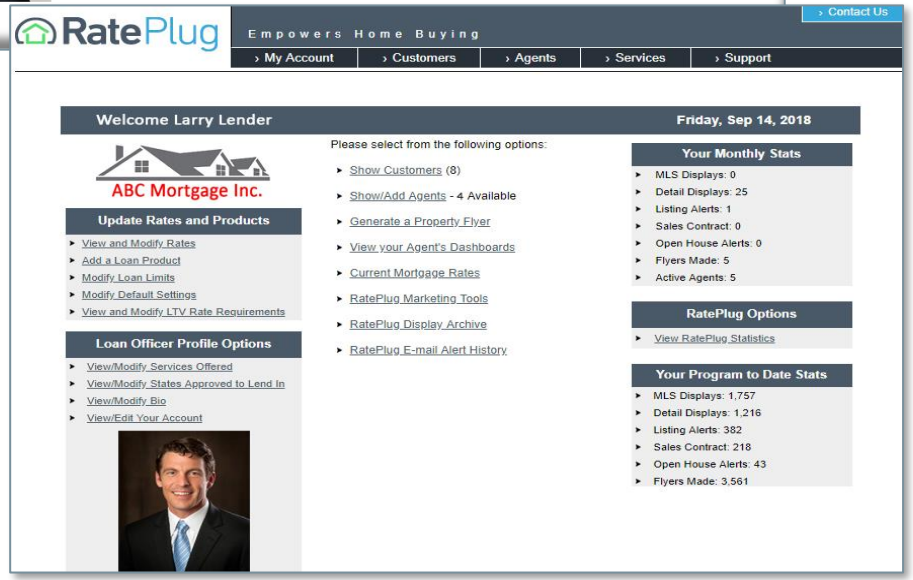
All RatePlug subscribers have access to their own membership dashboards to manage their account settings , usage, etc.

To access your dashboard go to:

www.rateplug.com/member and enter your login credentials.

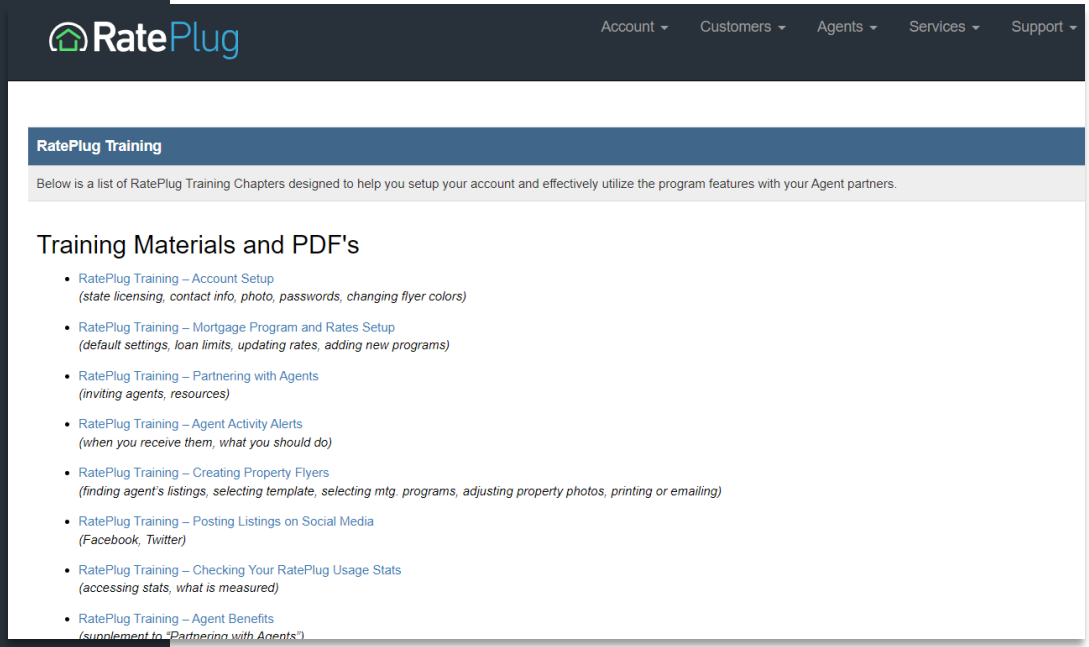
if you do not know your login credentials, you can request to retrieve them through this page.





Training and Online Support

From your member Dashboard you can access training and Usage support for specific RatePlug features through the “Support” tab in the top Navigation pane.



RatePlug

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