



## Lead to Loan Automation Proposal

### Scope Of Work:

- Create a proven playbook of advertising and intelligent sales pages that will produce more quality leads for less.
- Launch white label software so every loanDepot loan officer and branch manager can deploy proven, compliance approved advertising in a minutes.
- Partner to build Mello Search with our real estate technology to deliver an end to end online experience for future borrowers.



#### REACH

##### AI Powered Traffic Generation

- Launch Enterprise Ads In Minutes.
- Teo Optimizes Ads 24/7.
- Lower Cost Per Click / Impression.
- Target Highly Motivated Buyers.



#### CONVERT

##### Data-Driven Sales Pages

Leverage Big Data to increase conversions by 6x while increasing form accuracy.



#### QUALIFY

##### On-Demand Qualification

- Instant Soft Credit Pull.
- 100+ Housing & Credit Data Fields.
- On-Demand Lead Segmentation.



#### ENGAGE

##### Omni-Channel Messaging

Reach customers across FB Messenger, SMS, MMS, Email, Voice & Mail.



## Enterprise Pilot Program & Deployment

We combine tech, data and a team of experts to generate the best ads on earth.

### Pilot Program Objectives

- Generate purchase & refi prospects, on Facebook, Instagram & Google.
- Increase conversions with custom, intelligent sales pages.
- Credit Qualify leads in real time with soft credit pull decisioning.
- Optimize ads to generate the lowest cost per **credit qualified** lead.
- Uncover the exact formula to produce high quality, low cost leads at scale.
- Take the proven portfolio & automate everything for each loan officer.

#### Ad Spend & Management

- Daily Human Review. Optimize Landing Pages, Ads, and targeting.
- Advertise in up to 3 states.
- Facebook, Instagram, Messenger ads & Google Search.
- Full multichannel optimization & reporting.

**\$10,000** paid ad spend

#### Lead Enrichment + Performance

We charge a performance fee per complete application. Our goal is to lower your cost per lead and increase quality while instantly credit qualifying, segmenting and optimizing ad campaigns across each channel.

You will be charged per completed application with a soft credit pull.

**\$4.50** per purchase app

**\$10.00** per refi app

# Retail Loan Officer White-label Program

A custom, data and AI powered sales assistant for your loan officers.

## White-label Teo

We will build a custom stand alone version of Teo for **loanDepot**

**\$5,000** one time fee

- Custom ad copy & creative
- Custom Dashboard set up.
- Integrate apps, CRM, POS, LOS etc.
- Data Integrations
- Custom Ad Automation & Optimization

## Retail Loan Officer Deployment

Plug & Play, Compliance ready version for ONLY **loanDepot** loan officers.

### Software + Management Fee

- Full Access to Software.
- Custom, branded solution.
- 5,000 Message Credits a month.
- Compliance ready ads & pages.
- First access to Mya real estate app upon launch in select markets.
- **loanDepot User** discount.
- Breakpoints available - Listed Below.

**\$135** a month per user

### Lead Enrichment + Performance

Teo will instantly credit qualify, segment, and engage each lead while optimizing future ad campaigns to produce higher quality leads.

**\$4.50** per lead

### Corporate Minimum

Corporate minimum fee will not be charged until month 3 only if a minimum of 50 active users has not been fulfilled.

**\$6,750** per month.

Total User Break Points	Cost Per User Per Month
0-149	\$135
150-499	\$125
500-999	\$115
1000+	\$99