

# Mortgage Marketing Tool

An online mortgage marketing solution custom built for your business that allows internal and external users to access and personalize their own promotional material.

## Applications Features

- Allows users to create high quality, pre-press ready, branded marketing material in under 5 minutes.
- Support for various media outputs such as Flyers, 3-Fold Brochures, Postcards, HTML E-Mails and More.
- Multiple language support.
- Full program support with one-click ability to disable program from being used again.
- Application branded and built for your company, company divisions and customers with internal and external customer variances.
- Full hosting solution from topLingo or can fully integration with your in-house IT department.
- No software license fee for the application technology. The user does NOT need to pay for any software.
- Standardized code determined by your IT department. Application is coded in the language you prefer.
- Full integration with your existing applications and processes like "Single Sign On."
- No license fees from topLingo. Our software is a flat fee for development with cost depending on the project scope.
- You own the source code.

## Clients

Highly customized Mortgage Marketing solutions produced for the following companies:



Let your brokers personalize postcards, brochures, flyers & more in minutes!



topLingo 

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### End Users

End users applaud our applications because they're easy to use, easy to understand and provide highly effective marketing material quickly.

#### Ease Of Use

The application features an intuitive, user-friendly interface with virtually no learning curve.

#### Save Time & Money

Saves the end user hours of development time, expensive software costs the curve learning how to create their marketing material.

#### Branded Material

User create high quality designs that are branded with their information including; Company Logo, Contact Name, Contact Information, Unique Disclaimer & More.

#### Access & Save Ability

Password protected login with the ability for users can save their creations online.

#### Output

Material is output to an Adobe Acrobat PDF® file that can be printed at home, printed by a professional, or emailed as an attachment. A HTML email can also be generated.

### Marketing

Marketing departments love our applications because they can efficiently create and distribute marketing material to those who need it.

#### Save Time & Money

The entire company saves time and money in graphic production and customer management. Our applications allow their valuable internal resources to work on more important things.

#### Manageability

We put you the administrator in complete control of all content creation and deployment. The marketing administrator can create unlimited sub accounts and define access levels for all users.

#### Site Access & Content Access Control

Marketing administrator has ability to add, edit, delete, activate and deactivate users, companies and the content each user and company has access to.

#### Design Control

Marketing administrator has full control over marketing material in the system with the ability to add, edit, delete, activate and deactivate the images, program information, headlines, body copy and more.

#### Target Markets, Languages & Programs

Ability for the marketing administrator to setup and assign:

- ◆ Target markets (Borrower, Small Business Owner, Investor, etc.)
- ◆ Languages (English, Chinese, Spanish, etc.)
- ◆ Programs (30 Year fixed, ARM's, Subprime, etc.)

#### Reporting

Full access to all data and any report you desire is developed. Sample reports include but not limited to:

- ◆ Total users
- ◆ Usage by company
- ◆ Material used
- ◆ Website traffic statistics

### IT

IT departments enjoy our applications since we take the development and deadline headaches off of them.

#### Application Security

topLingo goes great lengths to ensure application security. Although this is the data in the application is not really sensitive, we still include a Secure Socket Layer (SSL) and preventive measures to protect against hacking.

#### Quick Deployment

Development and deployment does NOT take years, rather months.

#### Custom Programming

Our programming will meet all requirements specified. I.E. if you require the application to be authored in .NET 2.0 then that's what we program it in.

#### Secure Hosting

Either your IT department can host the application or topLingo can. topLingo offers complete hosting packages in a secure top tier facility with tons of bandwidth and a 24-hour guard stationed behind a card-controlled door. Access is only allowed by our IT manager on an escorted basis. Visual recognition is monitored by closed circuit video with alarmed doors and secure card-key access. Hardware and software is new and updated frequently.

#### Scalability

Our software is built to scale. It can handle any number of users and is designed to meet a company's needs today and grow with them in the future.

#### Interoperability

Our application provides an integrated solution to any system that supports standard Internet browser including Windows, Unix and Macs.

#### Vendor Approval

topLingo meets all vendor requirements needed to work with Fortune 500 caliber firms including carrying the necessary insurance, data security requirements, disaster recovery protocols and more.

#### Ownership

Your company owns all of source code and content.