

Customer Retention Made Easy



If you service loans, or own MSRs, you win with aboutMYmortgage.com!
aboutMYmortgage.com is the gateway for all homeowners to receive information and assistance from their mortgage loan servicer

SERVICER ADVANTAGE

aboutMYmortgage.com finds your customers that are actively searching refinancing options and sends them back to you, their trusted mortgage loan servicer.

Trying to keep your customers from refinancing with another lender is a big task, one that is very costly if they choose to leave.

aboutMYmortgage.com (AMM) is a patented customer retention platform that creates long-term relationships between borrowers and their mortgage servicer.

As a preferred servicer in the AMM network, your customers, who are actively searching the Internet to refinance elsewhere, are sent directly

to your portfolio retention or retail group. Your specialists help your customers with their current mortgage, and you retain your customer!



And if your customers are looking to purchase a new home, you will also have the opportunity to offer and service their new purchase loan.

Your competition is constantly bombarding your customers with Internet ads, mailers and emails encouraging them to refinance and reduce their monthly payment, lower

their interest rate or cash out and use the money to take a vacation, buy a new car, or consolidate debt. We still see mortgage rates posted on the Internet claiming mortgage rates that may be effectively unavailable, but entice your customers to contact other lenders.

aboutMYmortgage.com creates customer loyalty by making your customers aware that you are there to explain their loan and escrows, and help them determine if refinancing can truly benefit them.



www.aboutmymortgage.com/story



Everyone Wins With aboutMYmortgage.com!

BUSINESS SCOPE:

aboutMYmortgage.com helps mortgage loan servicers create loyal, long-term relationships with their customers. AMM does not either directly or indirectly make, negotiate, or offer to make or negotiate a mortgage loan.

We only gather enough information to identify the existing customer with their mortgage servicer through a survey question and/or servicer verification so that customer retention procedures can be implemented.



aboutMYmortgage.com convinces your customers to have a consultation with you, their trusted mortgage servicer, before they refinance elsewhere. aboutMYmortgage.com referrals are delivered exclusively to your customer retention specialists who have access to the customer's existing mortgage, thus providing your customer information and benefits your competition cannot offer.

COMPETITIVE ADVANTAGE:

US Patent No. 8,660,939 Method for Mortgage Customer Retention

The purpose of this invention is to provide a customer retention solution which links mortgage customers who are contemplating refinancing their mortgage with another lender back to their existing mortgage servicer, thus providing the servicer the opportunity

to offer their customer valuable information about the customer's existing mortgage, refinancing options, a home equity loan/line, mortgage modification or any other products that the servicer offers.

COMMITMENT:

By becoming a Preferred Servicer with aboutMYmortgage.com **You Win!**

- You Keep Your Customers Who Were Going Elsewhere
- No Collection of PII
- No Query of Lender Database Necessary
- Exclusive Referrals at a Competitive Price
- Customized Marketing Campaigns Available for Non-Responsive Customers

Contact Information

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