



# From Hello to Here's Your Money...

## Every Minute Matters.

Every minute matters and today's borrowers expect a simple way to not only apply for a HELOC and/or home equity loan; but to also get their funds in days instead of weeks.

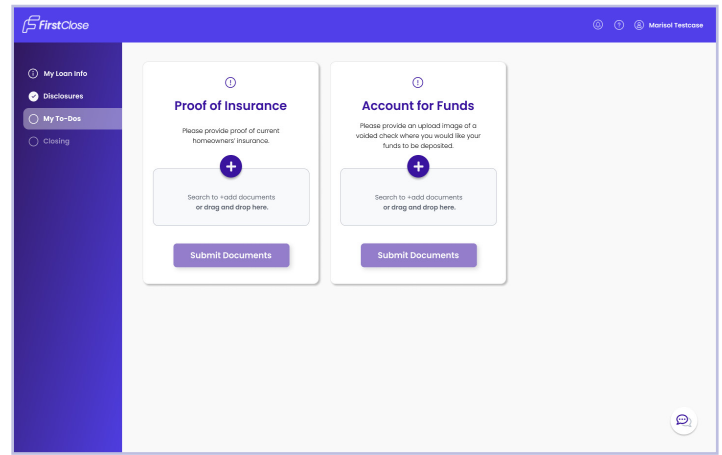
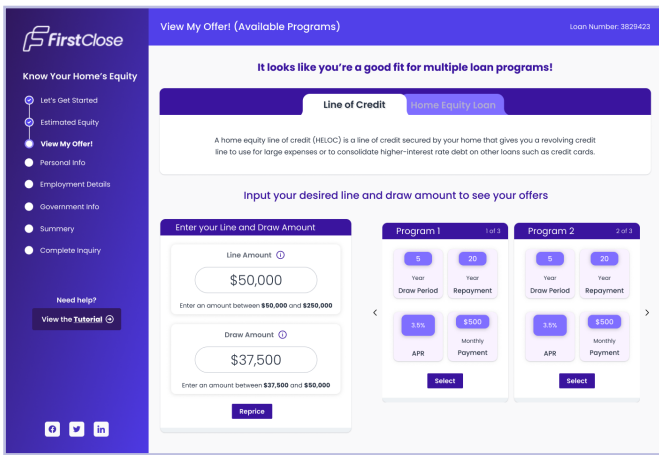
Introducing FirstClose Equity which is comprised of 3 modules: a borrower-facing digital lead application and application solution, a borrower portal with a closing interface, and settlement services order management. Modules can be used together for an end-to-end platform or a standalone module, such as ordering.

Whether you use one or all modules, FirstClose Equity gets you to closings faster by empowering borrowers with vital property decisioning data. It is the only digital solution built specifically for home equity originations.

## ... in 5-10 Days.

- 1. Market** – Standup a fully branded instance using our configurable templates, then drive traffic from your existing portfolio or direct marketing.
- 2. Qualify** – Weed out ineligible borrowers with up to 10 non-invasive personal and property questions.
- 3. Verify** – Confirm the consumer's Identity, income source, credit, home valuation and property insurance in minutes.
- 4. Decision** – Final approval is determined in seconds with configurable decisioning that reads data from the LOS, aligns to your business rules, and adheres to your credit policy requirements.
- 5. Streamline** – Centralize all communication and tasks, including closing, to avoid delays and errors.
- 6. Fund** – Convert, close and record transactions faster with the industry's first end-to-end digital home equity solution, built for home equity.





## Module One: Digital Application

FirstClose Equity's digital application is extremely flexible. You can invite your potential borrowers to a website branded as your own to complete the digital application or you can have your loan officers use it when they meet with clients directly as well as set up a kiosk for self-service within a branch. All applications follow the same, consistent workflow.

The borrower will be asked several non-invasive personal and property questions, configured by you. If the potential borrower meets your loan program requirements, they are asked to verify the information submitted, provide eConsent, and agree to a soft pull of their credit.

With credit pulled, and the borrower's address verified, the borrower can immediately check their available equity and [view their offer \(FIG 1\)](#). Borrowers have full control of their finance options, and your terms are clearly provided for compliance. Once the borrower decides how they'd like to proceed, they simply advance through the application process.

- Gives consumers instant online feedback on their home valuation, available home equity & loan options.
- Delivers credit decisions within 5-to-7 minutes.
- Captures employment and HMDA data. TCPA disclosure acceptance is also tracked and logged for compliance purposes.
- Data feeds back to your decision engine, enabling the system to return an instant pre-approved offer to the borrower with an audit trail.
- Once the borrower accepts the offer, they can manage the rest of the transaction within their secure borrower portal.

## Module Two: Borrower Portal with a Closing Interface

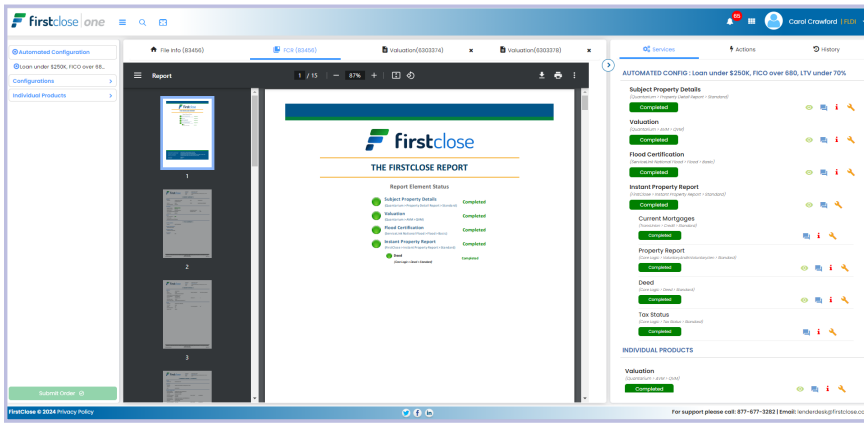
The portal connects loan data and files from the digital application, loan origination system, order management solution, and the service provider platform – FirstClose Gateway. In a nutshell – the portal simplifies interactions between the borrower, your providers and you.

The portal is driven by the loan number assigned from the LOS. Once the loan file is created, you have the ability to invite the borrower to their own, secure portal – branded to you!

### Borrower Portal

The secure portal allows borrowers to easily manage their journey. They can complete their initial disclosures and as the loan moves through the lifecycle, the portal helps borrowers keep track of their "To Do's" and upload documents such as insurance policies or tax returns. Once uploaded to the portal, all documents are then made available in the LOS as the system of record.

As soon as the loan is clear to close, you can trigger a notification to your borrower that they can schedule their closing which can be an in-person or eClosing experience. Should the borrower elect eClosing, they will be invited back to the portal's closing room where a notary will walk them through the closing process. Once closed, your borrower has access to all signed loan documents.



## Module Three: Settlement Service Order Management

Multiple providers, multiple systems – who has time for that? FirstClose Equity’s Order Management module seamlessly integrates into your workflow and connects you with vendors currently offering the critical settlement services needed to close a home equity transaction including valuation, flood, title and closing.

Once the basic loan file data is in the LOS – either from a point-of-sale or manual entry – simply select the FirstClose Equity Order Management service to open a loan centric view. All the loan data required to complete the order is prepopulated from the LOS. With FirstClose, you don’t need to rely on inefficient phone calls, emails and faxes. Your team can create an order “on demand” and settlement providers accept it.

- Vendors are selected based on your business rules
- Administrators can auto assign vendors by product, loan type and geography.
- Ordering can be done as Ala-Carte or Automated Ordering.
- Modify settlement providers to speed up the transaction and reduce risk.
- Connect to all parties involved in the ordering process while reducing phone calls, emails and faxes.
- All data and documents flow to your LOS, including custom fields.
- Standard reports let you monitor statuses, and more to instill borrower confidence.

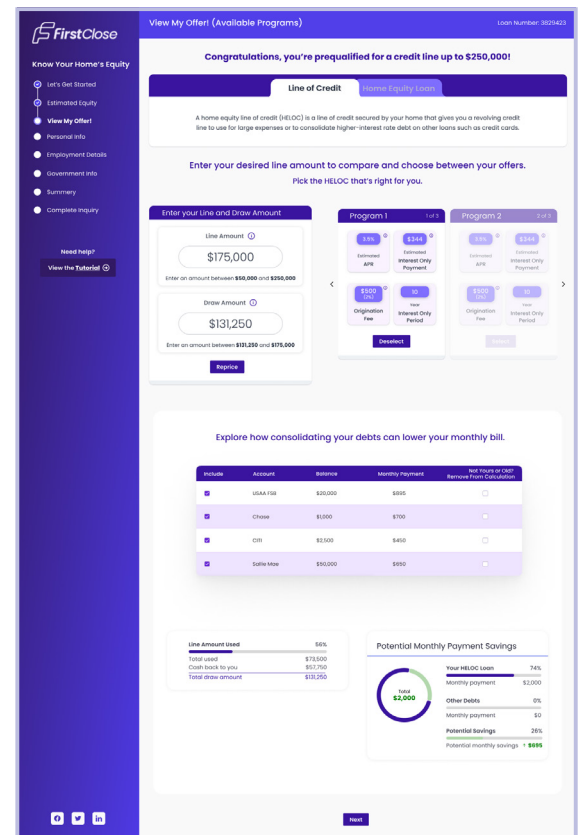


FIG 1

*“The buildout of the Digital Lending Platform has been nothing short of exceptional. We have already forecasted an 80% increase for our home equity pipeline.”*

—David Brand, VP of Consumer Lending  
Sharonview Federal Credit Union

# FirstClose Equity



**77%** Reduction in Your Time to Close from Application to Funding

**35%** Increase in Your Online Applications

**25%** Increase in Your Pull Through

## Borrower-Facing POS Solution

Gives consumers instant online feedback on their home valuation, available home equity & loan options.

## Decisioning Engine

Delivers credit decisions within 5-to-7 minutes.

## Automated Workflows

Includes the ordering of settlement services and enables lenders to complete the application through closing process in **5-to-10 days**, versus the industry average of **45-to-60**.

## Auto-Configure Workflow Scenarios

Increases speed, efficiency, compliance, and quality. Examples: Lending footprint, Credit score, CLTV, Property type, Lien position, DTI, AVM vs. appraisal, Trusts and more.

## Easy & Secure Borrower Experience

Populates all borrower information directly into Encompass without the need for manual re-entries, further streamlining the process.

## Intuitive & Streamlined Experience For You

Task lists and status indicators keep you and your borrowers engaged on required action.

## Complements Your System of Record

FirstClose Equity does not store data as everything is procured from the LOS. Each call to action initiates a data map to the LOS.

## Vendor Intelligence

Vendor KPIs allow you to see who's performing best/worst, with an audit trail on why a vendor was selected for a specific transaction.

## Business Intelligence

Allows you to track everything, including where and why fallouts occur so you can segment borrowers into appropriate course(s) of action to remarket.

**If you want an all-in-one turnkey solution that delivers more home equity business with an enhanced customer experience, FirstClose Equity is where it's at.**

**Visit [firstclose.com](https://firstclose.com) or call 877.677.3282**