

HARP 2.0 Toolkit

Demonstrate value to your customers

EXECUTIVE SUMMARY

With interest rates at an all-time low, and an estimated 1 million eligible homeowners qualifying for new loans under the revised Home Affordable Refinance Program (HARP), mortgage lenders have a powerful opportunity to market to existing customers as well as customers who have not qualified in the past. The Leads360 HARP 2.0 Toolkit will give you the tools you need to maximize the value of HARP 2.0.



Mine Existing Data Leads360 Database

Mine Leads360 and your Loan Origination Software (LOS) for customers that may qualify under the revised HARP 2.0 eligibility guidelines:

- Loan origination date before May 30, 2009
- For most cities the conforming loan limit is \$415,000, however, there are some cities in which conforming loan limits are as high as \$625,500. Look up conforming loan limits here: <http://themortgagereports.com/loan-limits>
 - Loan balance greater than 80% of the home value
 - Other eligibility parameters: Fannie May- and Freddie Mac- backed loan, must be current on loan with no late payments in the past 6 months and no more than one late payment in the past 12 months.



Pre-Sale Nurture Direct Mail Tracking & Email Nurturing

With a potential three plus months between December 1st and when lenders will begin processing HARP 2.0 loans, it is important to stay top-of-mind. Leads360 allows lenders to track and nurture a large number of direct mail leads, web leads and soured leads.

- Set up a HARP 2.0 Campaign within Leads360 and decide on the pre-sale nurture tactics with a customized workflow.
 - Direct mail campaign to existing customers or old leads, letting them know they may be eligible to refinance under HARP 2.0.
 - Qualification call-downs with follow-up actions based on eligibility for HARP 2.0.
 - Ongoing email nurturing to keep qualified customers informed on updates by Fannie May and Freddie Mac.



Prioritize and Close Sales Process Workflow

With a high-quality list of pre-qualified leads, lenders can use Leads360 to build a custom HARP 2.0 sales process workflow.

- Designate a set of your best loan officers to the HARP 2.0 campaign and create a hybrid push/pull distribution.
 - Round-Robin Distribution based on business parameters including region, max number of leads per day per sales person, etc.
 - Redistribution ensures leads that have not been worked within a given period of time are redistributed through a push or pull method. This could include shark tank, allowing other officers to work the lead, or blind pull, allowing officers with time to blindly pull a new lead.

ABOUT LEADS360

Leads360 is the market-leading consumer sales platform, proven to deliver smarter, more efficient sales processes and increased conversion rates for companies that sell to consumers. Whether your prospects are generated online or offline, if you want to turn more prospects into customers, visit www.leads360.com/HARP today.