

Oops. We did it again...

We managed to make the mortgage
process even **better.**



LOANFLY[®]

EXPRESS

CLOSING

marketing guide

Features.

LOANFLY[®] EXPRESS CLOSING



Advances made. History made.

Things change. Things get better over the time—and that includes the home loan closing process! We listened. We thought about the extra time the process was taking and the inconvenience of it all. We brainstormed. Then we made some **outstanding advancements** and created a better, faster experience that will amaze you and your clients.

40% LESS CLOSING DOCS

We've eliminated documents that other lenders still require—so your clients can sign **up to 40% less documents** on the big day!

15-MINUTE CLOSINGS

Because we've lightened the load of paperwork to be signed, you and your client are out the door in about 15 minutes.*

PRE-CLOSING PACKET

We realized there were some documents that could be signed prior to closing, so we conveniently put them in a pre-closing packet that the client can take care of **remotely and electronically**—on their time.

CLOSE ANYWHERE

We know your clients are always on-the-go, so to help make the closing process more enjoyable and easier on their schedule, they can sign their documents anywhere **with a notary public.****

*Some loans may take longer than 15 minutes to close and not all loan programs will qualify for the 15-minute closing. **Some states require closing to take place at an attorney's office or title company. Check your state's requirements.

Benefits.

LOANFLY[®]
EXPRESS
CLOSING



What's in it for me—I mean, my client?

Now that you know what Express Closing does, we bet you are wondering how you can sell this to your clients, real estate contacts, and associates to spread the good word and **gain more business** (because it's flipping revolutionary).

IT'S FLIPPING FAST

You, your client and everyone involved in the closing process (real estate professional, title company, etc.) will **spend less time at closing** and more time on other clients—in an effort to increase business.

TRANSPARENCY

Everyone knows what's what. Your client has already signed a bunch of pre-closing documents, so they already **know what to expect**.

CONVENIENCE

It's easy for everyone. It's **fast** with **less documents to sign**. It's even **courteous and considerate of your client's valued time** because they can sign paperwork anywhere with a notary public.*

*Some states require closing to take place at an attorney's office or title company. Check your state's requirements.

Partner Focused Pieces

LOANFLY[®] EXPRESS CLOSING



FLYERS

color
and text
driven

We did it again.
We managed to make
the mortgage process
even better with...

LoanFly[®] Express Closing

40% LESS DOCUMENTS AT CLOSING

(things are more **streamlined** for your client and easier to understand)

15-MINUTE CLOSING PROCESS*

(less time at closing, more time to focus on your other clients and **grow your business!**)

CLOSE ANYWHERE**

(win the popularity vote with your client because they can sign paperwork at home in their jammies with a **notary public!**)

LoanFly[®] the **Better** Way to Mortgage™



LOAN OFFICER | LoanOfficer@houseloan.com

Title Here | NMLS 123456

📞 123.456.7890 | 📠 123.456.7890

1234 Address Ave., Ste. 123 | City, State 12345 | Branch NMLS 123456

WWW.LOANOFFICERWEBSITE.COM

*Some loans may take longer than 15 minutes to close and not all loan programs will qualify for the 15-minute closing.
**Some states require closing to take place at an attorney's office or title company. Check your state's requirements.
Not a commitment to lend | Borrower must meet qualification criteria | Equal Housing Opportunity



photo
driven



More time for this with

LoanFly[®] Express Closing

LESS DOCUMENTS AT CLOSING

(more time to **relax**—um, work)

15-MINUTE CLOSING PROCESS*

(less time at closing, more time to focus on your other clients and **grow your business!**)

CLOSE ANYWHERE**

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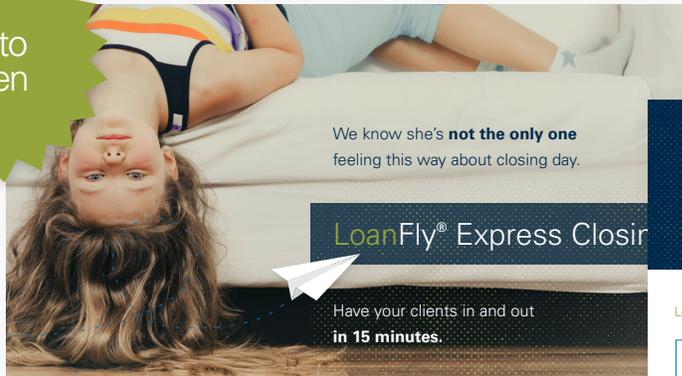
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POST CARDS

photo driven



We know she's **not the only one** feeling this way about closing day.

LoanFly® Express Closing

Have your clients in and out **in 15 minutes.**

40% LESS DOCUMENTS AT CLOSING
15-MINUTE CLOSING PROCESS*

CLOSE ANYWHERE**
with a notary public.

Cornerstone
HOME LENDING, INC.
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We did it again.
We managed to make the mortgage process even better.

LOANFLY®
EXPRESS CLOSING

lets you and your client soar through closing **in 15 minutes.***

40% LESS DOCUMENTS AT CLOSING
15-MINUTE CLOSING PROCESS*

CLOSE ANYWHERE**
with a notary public.

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color and text driven

photo driven



get in, get out in **15 minutes***

with **LoanFly**® Express Closing

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15-MINUTE CLOSING PROCESS*

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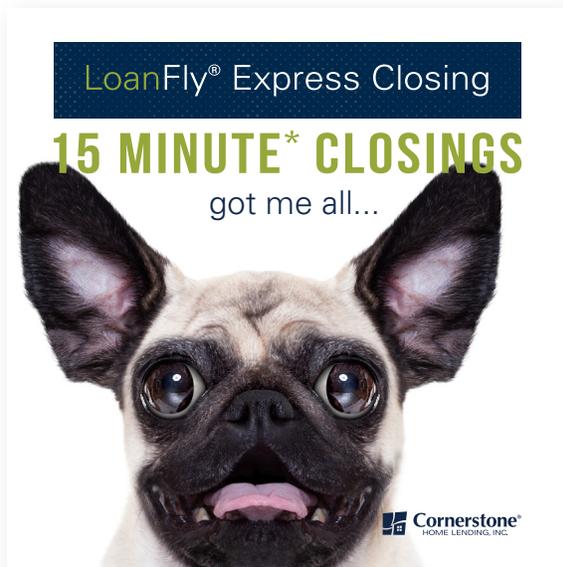
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SOCIAL PIECES



Example Post:

Surprising, isn't it?!? Get your client in and out of the closing process in just 15 minutes*.

*Some loans may take longer than 15 minutes to close and not all loan programs will qualify for the 15-minute closing. Contact your Loan Officer for additional details.

Example Post:

LoanFly® Express Closing only takes 15 minutes*, giving you more time for—whatever.

*Some loans may take longer than 15 minutes to close and not all loan programs will qualify for the 15-minute closing. Contact your Loan Officer for additional details.



EMAILS

THEME: FAST & CONVENIENT—BECAUSE IT'S 15 MINUTES AND CLOSE FROM ANYWHERE

who's got
FAST CLOSINGS

we do! we do!
(like 15 minutes fast.)

Who said a closing process had to be long? Get through the closing process with **LoanFly[®] Express Closing** in 15 minutes* or less.

40% LESS DOCUMENTS AT CLOSING
15-MINUTE CLOSING PROCESS*
CLOSE ANYWHERE**
with a notary public

LoanFly[®] the **Better** Way to Mortgage[™] **Cornerstone[®] HOME LENDING, INC.**

*Some loans may take longer than 15 minutes to close and not all loan programs will qualify for the 15-minute closing. **Some states require closing to take place at an attorney's office or in the company. Check your state's requirements. Not a commitment to lend. †Borrower must meet qualification criteria. Equal Housing Opportunity.

color and text driven

THEME: SIMPLE (BECAUSE THERE'S LESS DOCUMENTS AT CLOSING (PRE-CLOSING PACKET AND AT-CLOSING PACKET))

SOME THINGS ARE **SIMPLE**
(yet add a big impact)
LIKE **SHIPLAP**, AND HAVING
LESS DOCUMENTS TO SIGN
AT CLOSING.
(woot!)

40% LESS DOCUMENTS AT CLOSING WITH
LoanFly[®] Express Closing

LoanFly[®] the **Better** Way to Mortgage[™] **Cornerstone[®] HOME LENDING, INC.**

Not a commitment to lend. †Borrower must meet qualification criteria. Equal Housing Opportunity.

image and text driven

THEME: GROW YOUR BUSINESS / LESS TIME AT CLOSING, MORE TIME TO FOCUS ON OTHER CLIENTS

we've got something you need that can help
GROW YOUR BUSINESS

SPEND LESS TIME AT THE CLOSING TABLE AND MORE TIME GROWING YOUR BUSINESS WITH
LoanFly[®] Express Closing
(Because it takes only 15 minutes* to close!)

LoanFly[®] the **Better** Way to Mortgage[™] **Cornerstone[®] HOME LENDING, INC.**

*Some loans may take longer than 15 minutes to close and not all loan programs will qualify for the 15-minute closing. †Borrower must meet qualification criteria. Equal Housing Opportunity.

color and text driven

THEME: HAVE HAPPIER CUSTOMERS / MORE POSITIVE REVIEWS BECAUSE OF A SMOOTH AND QUICK CLOSING PROCESS

WATER COOLER TALK
become it

with **LoanFly[®] Express Closing**
Happy customers talk—about YOU if you play your cards right during the closing process.

40% LESS DOCUMENTS AT CLOSING
15-MINUTE CLOSING PROCESS*
CLOSE ANYWHERE**
with a notary public

LoanFly[®] the **Better** Way to Mortgage[™] **Cornerstone[®] HOME LENDING, INC.**

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image and text driven

Partner Themed Series

LOANFLY®
EXPRESS
CLOSING

(Want a THEMED series of different pieces to connect with your real estate contacts? This is for you.)



EMAIL (THEME: CLOSING TIME BLUES)



Don't let a seemingly unending home loan closing process get you in a tizzy, leaving your mind racing with all the other things you could possibly be doing instead of sitting in a drawn-out closing process (got the blues already right?).

We've got the cure for your **closing time blues**.

LoanFly® Express Closing

40% LESS DOCUMENTS AT CLOSING
(It's a fast process—plus, giving you **more time** not at the closing table!)

15-MINUTE CLOSING PROCESS*
(Adult—again, less time at closing, more time to focus on your other clients and **grow your business**.)

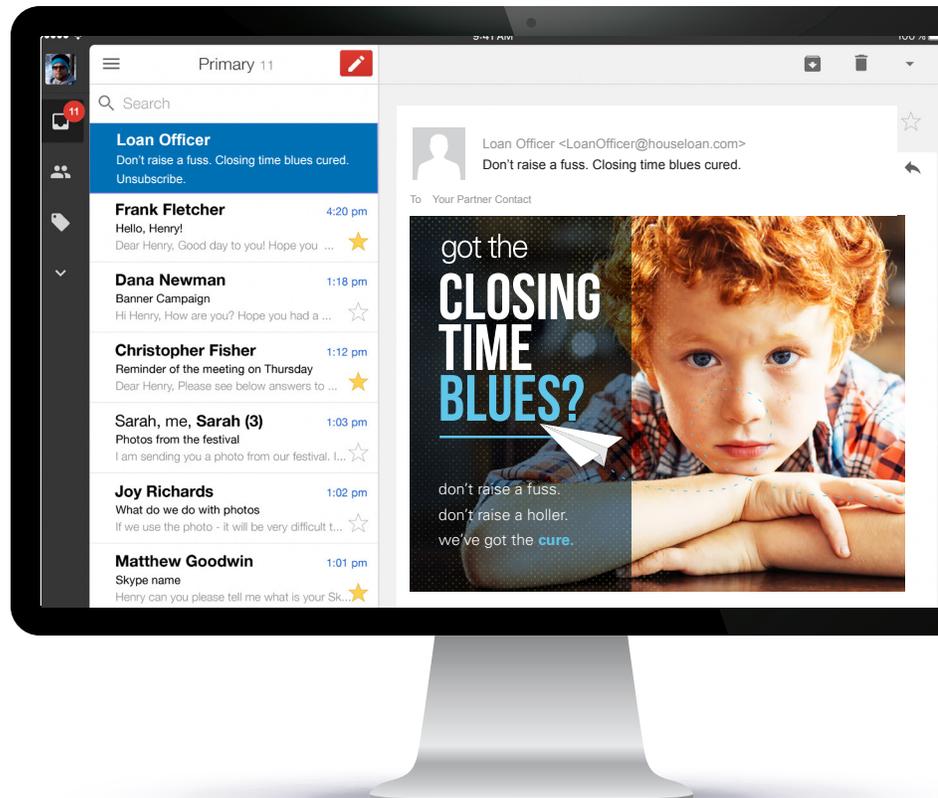
CLOSE ANYWHERE**

(With the popularity vote with your client because they can sign paperwork at home in their jammies with a **notary public**.)

LoanFly® the **Better** Way to Mortgage™



*Some lending fees higher than 5% make it difficult for our program to qualify for the 15-minute closing. **Some states require closing to take place at an attorney's office for the company. Check your state's requirements. Note: commitment subject to (Borrower must meet qualification criteria) | Equal Housing Opportunity.



SOCIAL PIECES (THEME: CLOSING TIME BLUES)



Example Post:

Don't raise a fuss, don't raise a holler.
We've got the cure for your closing
time blues.

Example Post:

(post around July 4th)

The pursuit of a quick, 15-minute* closing
is the cure to your closing time blues.

*Some loans may take longer than 15 minutes to close and not all loan programs will qualify for the 15-minute closing. Contact your Loan Officer for additional details.



Example Post:

The cure for your closing time blues
isn't more cowbell. it's LoanFly® Express
Closing.

Example Post:

You don't need us once a day to keep
the closing time blues away. But at closing
—we come through.



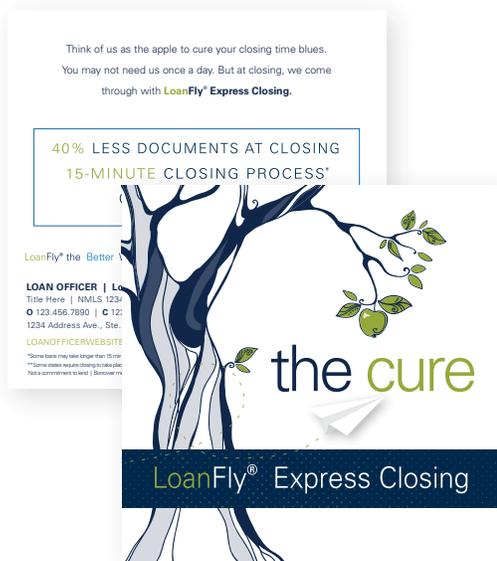
BLITZ GIFTS (THEME: CLOSING TIME BLUES)



Apple Gift

Green apple in polka-dot burlap container with white and silver shred and cello bag and green Cornerstone ribbon.
Gift tag tied to wrapped gift.

Cost: \$2.15



Green Juice Gummy Bears Gift

Green Juice gummy bears tied with Cornerstone ribbon and gift tag.

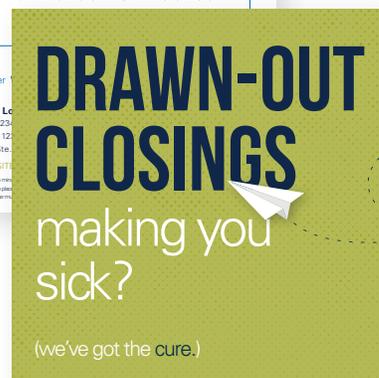
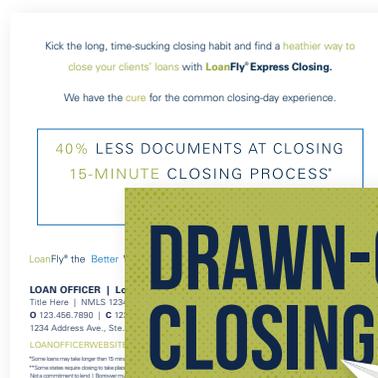
Cost: \$7.50
7.6 oz bottle

Cost: \$4.00
1.7 oz bottle



1.7 oz bottle

7.6 oz bottle



Partner Drip Campaign

LOANFLY[®]
EXPRESS
CLOSING



WEEK ONE / BLITZ GIFT

THEME: FAST & CONVENIENT—BECAUSE IT'S 15 MINUTES AND CLOSE FROM ANYWHERE



8" balsa wood glider - assembled

MESSAGE:

glide through closing.

LOANFLY[®] EXPRESS CLOSING

Balsa Wood Glider

cost: \$1.00 each



GIFT TAG TIED TO
ASSEMBLED GLIDER
WITH CORNERSTONE
RIBBON.

WEEK TWO / EMAIL

THEME: SIMPLE (BECAUSE THERE'S LESS DOCUMENTS AT CLOSING (PRE-CLOSING PACKET AND AT-CLOSING PACKET))



A pre-closing packet is the answer to all of our closing problems.

YOU, me, your client, the title company—everyone involved. What we've done is split the closing packet into two portions: the pre-closing packet (signed before closing), and the at-closing packet, which should only take **15 quick minutes*** for your client to sign.

Wait, did someone say **shiplap**?

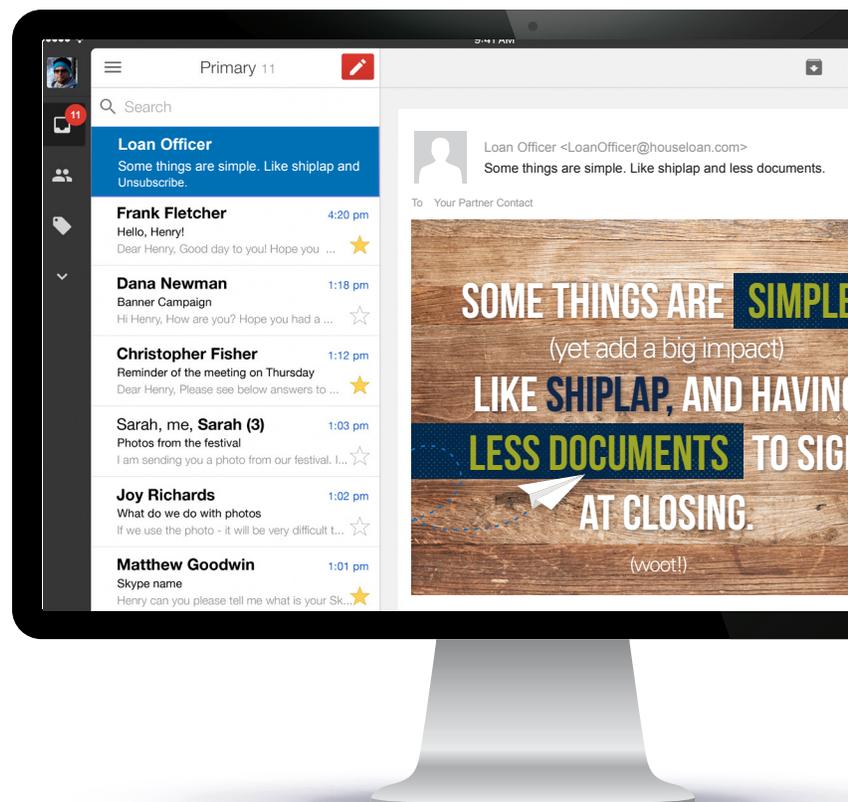
40% LESS DOCUMENTS AT CLOSING WITH

LoanFly® Express Closing

LoanFly® the **Better** Way to Mortgage™



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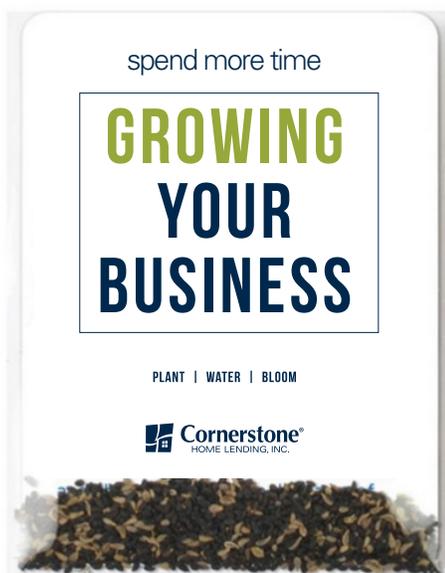


WEEK THREE / BLITZ GIFT

THEME: GROW YOUR BUSINESS / LESS TIME AT CLOSING, MORE TIME TO FOCUS ON OTHER CLIENTS

Mini Seed Packet

3" wide x 4" tall



Seed Bomb Pillow Box

cost: \$5.00 each

Mini Seed Packet

cost: \$1.25 each

STICKER TO GO ON BACK OF SEED PACKET

Seed Bomb Pillow Box

2" long x 2.5" wide x 1" tall

wild flower seed bombs



GIFT TAG TIED TO SEED BOMB PILLOW BOX WITH CORNERSTONE RIBBON.

WEEK FOUR / EMAIL

THEME: HAVE HAPPIER CUSTOMERS / MORE POSITIVE REVIEWS BECAUSE OF A SMOOTH AND QUICK CLOSING PROCESS



with **LoanFly[®]** Express Closing

Happy customers talk—about **YOU** if you play your cards right during the closing process.

LoanFly[®] Express Closing helps you and your clients significantly cut the time spent at the closing table, getting everyone on their way in 15 minutes*.

You come away looking organized and efficient, and all they'll remember the great experience they had buying a home with you.

Then they'll talk. About you. Good stuff. Always good stuff.

40% LESS DOCUMENTS AT CLOSING

(It's a fast process—so you spend **less time at the closing table**)

15-MINUTE CLOSING PROCESS**

(less time at closing means more time to focus on your other clients and **grow your business**)

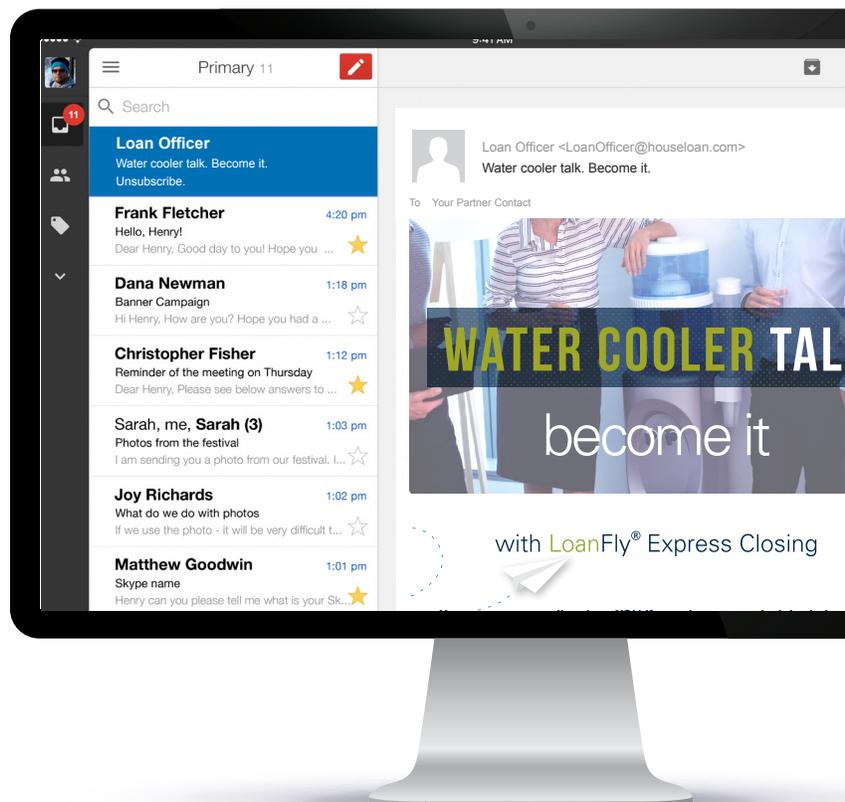
CLOSE ANYWHERE**

(win the popularity vote with your client because they got to sign at home in their jammies—with a **notary public**, of course)

LoanFly[®] the **Better** Way to Mortgage[™]



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Borrower Focused Pieces

LOANFLY[®] EXPRESS CLOSING



FLYERS

color
and text
driven

photo
driven

We did it again.
We managed to make
the mortgage process
even better with...

LoanFly[®] Express Closing

40% LESS DOCUMENTS AT CLOSING

(we know you have **better things to do** than sign paperwork)

15-MINUTE CLOSING PROCESS*

(you're **in and out the door**, and on to moving day—or that big dinner celebration)

CLOSE ANYWHERE**

(sign your closing papers at home in your jammies with a cup of cocoa and marshmallows—and a **notary public**, of course)

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This is you. At closing.

LoanFly[®] Express Closing

40% LESS DOCUMENTS AT CLOSING

(we know you have **better things to do** than sign paperwork)

15-MINUTE CLOSING PROCESS*

(you're **in and out the door**, and on to moving day—or that big dinner celebration)

CLOSE ANYWHERE**

(sign your closing papers at home in your pajama hoodie—and a **notary public**, of course)

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SOCIAL PIECES



Example Post:

Did you know that LoanFly® Express Closing can come to you on your closing day? Go ahead, stay in your jammies.

Example Post:

15 minutes is quick. If you blink, you might, just might, miss the closing process.

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THEME: FAST / 15 MINUTES
AND COURTESY CLOSING

image
and text
driven



This is you. At closing.

LoanFly® Express Closing

Get comfy. It's closing day. You can now sign your closing day papers in **15 minutes**—in your pajama hoodie. Huzzah.

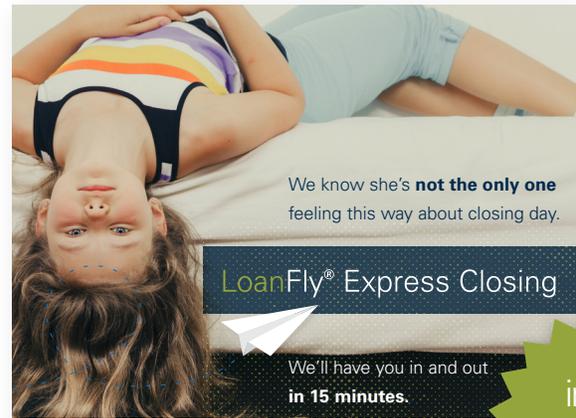
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THEME: FAST, 15 MINUTES, COURTESY
CLOSING

image
and text
driven



We know she's **not the only one** feeling this way about closing day.

LoanFly® Express Closing

We'll have you in and out **in 15 minutes.**

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15-MINUTE CLOSING PROCESS*
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image
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get in, get out in
15 minutes*

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Title Company Quick-Grab Card

LOANFLY[®]
EXPRESS
CLOSING



Yoo-hoo...

TITLE
COMPANY

there's a little
somethin'
somethin'
in this for **you**
too.

LOANFLY[®]
EXPRESS
CLOSING

40% less paperwork to prepare

15 minutes* at the closing table

Serve more clients—less time needed for us

Fewer questions from clients because the process is
easier to understand (less documents)

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