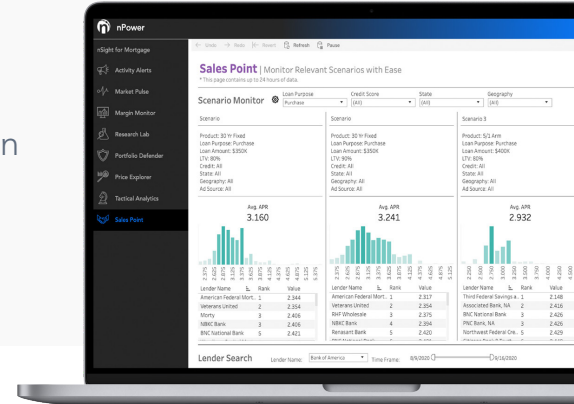


# NOMIS MORTGAGE SALES POINT

Increase your lead-to-app conversion by empowering your loan officers with market insight.



## THE CHALLENGE



Mortgage rates are dynamic and ever-changing due to market factors and real-time competitive intelligence is time-consuming and difficult to gather. While executives and pricing teams use analytics to drive strategy, loan officers lack valuable market information at point-of-sale to close deals.

## THE SOLUTION

Our Sales Point module in Nomis Mortgage provides loan officers the ability to make side-by-side comparisons of similar offerings in the market in real-time so they can be prepared in sales conversations and in control when managing customer relationships. Empower your sales team with powerful and valuable data to help them close more mortgage loans.

### Understand Your Competition



Loan officers should see exactly how their rates stack in the market for specific product type, borrower factors, loan amount, and region – without having to manually aggregate rates from different websites onto spreadsheets.

### Build Trust and Transparency



Loan officers can establish rapport with customers by sharing market insight in conversations. It is also important to be transparent and informed to validate any other offers that the customer may bring to the table.

### Demonstrate Value Beyond Price



It might be difficult to beat the best rates on the market. However, loan officers can redirect conversations to advise borrowers on specific programs that can be more competitive and a better fit for their situation.

### Drive Consistency Within Your Organization



Equipping your entire team of loan officers with just the right amount of “need-to-know” information on the market and competition will drive alignment across the organization to ensure a higher lead-to-app conversion rate.



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