

## Customer Retention Made Easy

If you service loans, or own MSR's, you win with aboutMYmortgage.com!

*aboutMYmortgage.com is the gateway for all homeowners to receive information and assistance from their mortgage loan servicer*

### THE SERVICER ADVANTAGE

aboutMYmortgage.com finds your customers that are actively searching financing options on the internet 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 servicer in the AMM network, your customers, who are actively searching the internet to finance elsewhere, are sent directly to your selected retention

specialists. 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, AMM provides you the opportunity to provide 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. There are ads posted every day on the internet claiming mortgage rates that may be 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 or offer a better option.



[www.aboutmymortgage.com/story](http://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 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 then convinces your customers to have a consultation with you, their trusted mortgage servicer, before they finance 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 Titled: Method for Mortgage Customer Retention**

All referrals from aboutMYmortgage.com are exclusive: One price for your existing customers and another price for customers who's servicer is not in AMM's servicer network" and have elected to be connected with a servicer that is in AMM's servicer network.

### **COMMITMENT:**

By Joining  
aboutMYmortgage.com's  
Loan Servicer Network  
**You Win!**

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

### **Contact Information**

**Tim Allen, CMB®**

Direct: 239.571.5440

[Tim@aboutmymortgage.com](mailto:Tim@aboutmymortgage.com)