



CollaboRATE™



*a survey-based initiative
for improving the home buying experience
and winning more purchase mortgage opportunities*

Value

- Engage Real Estate Brokers in a new way
- Work with key players in the home buying process to improve the experience for all
- Gain competitive insights and advantage
- Expand purchase mortgage relationships

Surveys

- Rate mortgage role in overall “home buying experience”
- Does NOT replace the typical mortgage customer satisfaction survey

Action

- Contact MLinc to enhance your competitive advantage today

Mortgage Company



Loan Officer

Implement **CollaboRATE™** Model with selected real estate brokers:

New expectations, regulatory requirements and collaborative steps that improve experience



CollaboRATE™ Consulting Agreement



Real Estate Brokers



Homebuyers



Agent



Title Officer



Survey **CollaboRATE™** participants regarding experience with Mortgage Company and competitors



CollaboRATE™ Surveys Agreement



from

MLinc Solutions
A better way to work

Share **CollaboRATE™** results for ongoing improvement and competitive advantage

- Report trend analytics comparing performance to competitors
- Provide detailed analysis of collaborative success from participants

- Identify areas for enhanced collaboration
- Increase homebuyers satisfaction with total process

PHONE: 214.553.1002 • TOLL FREE 866.241.6802
info@mlincolutions.com • www.mlincolutions.com

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