

# Mortgage Coach and SimpleNexus Integration



## Improve pull-through rates to deliver increased conversions and enhanced borrower experience

Mortgage Coach is the mortgage industry's only comprehensive borrower conversion platform. With Mortgage Coach's Total Cost Analysis (TCA), financial and real estate professionals provide clearly illustrated mortgage options with detailed financials, charts, video narration, and real-time updates on any device, ensuring an informed home loan decision.

SimpleNexus offers a private-label solution that connects lenders with its borrowers and real estate professionals in a single, branded solution to easily exchange data and documents throughout the entire loan lifecycle. Borrowers are able to search for homes, apply for a mortgage, run calculations, upload documents, sign disclosures, and see real-time status of their loan progress. Loan originators are able to view new loan applications the second the borrower submits information, they can pull credit, run pricing and send approval letters.

The Mortgage Coach integration with SimpleNexus automatically creates a TCA for every borrower application, where loan originators can personalize and narrate the TCA.

- Access Mortgage Coach from within the SimpleNexus mobile app
- Create an initial TCA immediately
- Take loan apps, pull credit, run pricing and automatically update the TCA
- Personalize and narrate the TCA



Engage prospects earlier with added value to convert more prospects to customers



Deliver enhanced borrower experience anytime, anywhere, on any device



Ensure real-time, accurate pricing information for loan comparisons



Deepen borrower and real estate relationships with a TCA



Convert every transaction faster and reduce fallout