

Mortgage Marketing Solutions



Leading financial institutions partner with Vya to implement compliant, highly effective mortgage marketing programs. Our easy-to-use marketing platform enables mortgage loan originators (MLO's) to access and order marketing materials, collaborate with realtor partners, and run campaigns while adhering to compliance regulations. Combining our platform with our in-house production services, Vya provides a simplified, streamlined mortgage marketing solution.

Vya's solutions combine marketing technology with the know-how of our mortgage marketing team. We work closely with you to engage local communities and grow business while simplifying regulatory compliance.

CO-BRANDING

Enable complaint co-branding with partners, such as realtors. Co-branding request forms, configured based on compliance requirements, are completed by MLO's within the Vya system and routed for approval. Upon approval, pro-rata share payments are collected from both the MLO and partner and materials are released for production. Records are stored within the Vya platform enabling you to easily demonstrate regulatory compliance with verifiable electronic records.

AD SYSTEMS

Easily provide corporate ads for organizations through the Vya system. Vya manages ad resizing, if necessary, and the Vya system forwards the ad to the publication and confirms receipt.

ASSET CUSTOMIZATION

Allow MLO's the ability to distribute marketing materials, including print, digital, and email through the Vya system. Contact information, NMLS number, and appropriate disclosures are auto-populated. Pieces can be customized by MLO's and automatically routed for approval as necessary.



Simplified Marketing Systems

DIRECT MAIL

Engage prospects and customers with postcards, letters, dimensional mailers, and more. Enhance your customer experience with loan closing kits and gifts. Required disclosures are auto-populated as well as MLO contact information, if necessary. Lists and opt-outs are managed within the Vya system. The Vya team executes the mailer — printing, kitting, and mailing the piece.

SPONSORSHIP AND MEMBERSHIP REQUEST MANAGEMENT

Automate the process of collecting, approving, processing, and tracking sponsorship and membership requests from MLOs. MLOs submit their requests in the Vya system which automatically routes the requests for approval and notifies the MLOs of the result.

BUDGET MANAGEMENT

Easily assign funds to specific lines of business and/or regions and move funds as necessary. Money is automatically pulled from budgeted funds as

MLO's order marketing materials. Reports provide a clear view of what is being spent and what is remaining.

SOCIAL MEDIA

Empower MLO's to be your most effective brand ambassadors. Provide pre-approved posts on the Vya platform for easy and compliant distribution across Facebook, Twitter and LinkedIn.

PRINT

Easily deliver compelling, high-impact pieces that engage audiences. With industry-leading equipment at our in-house production facility, we offer a wide gamut of color ranges including metallic inks. Economically print low quantities or high volumes of materials. Leverage the Vya system to place orders in just a few clicks. With a complete range of finishing and binding options, as well as kitting services, our highly skilled team can seamlessly manage your print projects from start to completion.

THE VYA DIFFERENCE

We are exceedingly proud of the dedication and support we offer to each of our clients. Our people are creating order and simplicity in a space filled with complication. It is their dedication and unwavering determination to simplify, ease transitions, creatively solve problems and build relationships. This is what powers our products and services, and makes our customers' jobs easier, more productive and more impactful. We bring this dedication to every job we tackle, whether it's a simple brochure, complex email campaign or anything in-between.



Simplified Marketing Systems

LEARN HOW VYA CAN SIMPLIFY AND OPTIMIZE MORTGAGE MARKETING.

Call us at **800-426-7921** or
email sales@vyasystems.com.

vyasystems.com