

# Installing The App

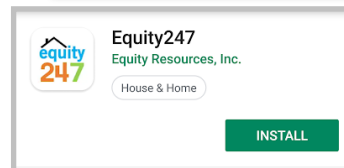
Installing the E247 Mobile Calculator is the same process as installing any other app—with one exception. Instead of going to the App Store (iPhone) or Google Play Store

You should have a link sent to you (request one from Marketing if you don't). Press that link and after a few seconds you should see your platform's app store come up. Press 'Get' or 'Install' to get started.

<https://callequity.page.link/BxMm>

The link will look like this—the part that says BxMm will be different for each LO and realtor.

Press your link and then "Install" or "Get" the App.



## Getting Started

### Setting Up An Account

Borrowers and realtors can press "Don't have an account?" to get started.

From here the borrower or realtor will need to put in some basic information and press **Create Account**.

A few questions about the borrower's information and home shopping intentions and they can press **Finish**

### Logging In (Loan Officer)

Loan Officers should just log in after installing the app. The password should have been sent ahead of time. Your app has different functions, so being logged in from the start is important!

### Forgot Password

Pressing Forgot Password from the login page brings you to this page. Once you put in an email and submit it the rest is done from that email.

## App Contacts

This app can act as a mobile business card for you—just share it with a customer and they will have access to your contact information. They can easily share the app from that contacts menu at any time.

### Contacts (Borrower/Realtor)

The screenshot shows the Equity 247 app interface. At the top, there's a 'Default Calculation' section with a large blue box displaying '\$970.53' and 'EST. MONTHLY PAYMENT'. Below this, there are two smaller boxes for '\$200,000' and '\$40,000.00'. A 'Share Referral Link' button is visible. Below the button is a contact card for 'Joe Walsh', Realtor, with icons for phone, email, and chat. Below the contact card is another contact card for 'Equity247 Mortgage Specialist', Loan Officer, also with phone, email, and chat icons. A dropdown arrow is visible below the second contact card.

Borrowers and realtors can press the contacts button at the top right.

Pressing here brings up a sharing menu to share this version of the app.

Pressing any of these buttons will open up the appropriate app to communicate with the contact's buttons they clicked on.

Press here for more details about each contact.

### Contacts (Loan Officer)

The screenshot shows the Equity 247 app interface. At the top, there's a 'Default Calculation' section with a large blue box displaying '\$970.53' and 'EST. MONTHLY PAYMENT'. Below this, there are two smaller boxes for '\$200,000' and '\$40,000.00'. A 'Share Links' menu is open, showing a list of contacts: 'Joe Walsh', 'Me', and 'Pat Benetar', each with a green 'Share' button. Below the menu is a 'Share with' section with icons for Messages, Telegram, Edge, and Create a Pin. Below that is a screenshot of a text message received from 'Testapp's Mortgage Calculator' with a link and an introduction.

You have a different menu when you press the contacts button.

Press the Share button next to yourself or one of your realtors to share an app

Select your text messaging app.

It will have the link and an intro. you can just hit send.

## Using The Calculator

The central piece of the app is the mortgage payment calculator. This is a simplified but powerful tool that will empower your borrowers to better understand what they can afford as well as let them see what happens when they have more for a down payment or a higher purchase price.

**Purchase Price**

The sale price of the home. This is the price on the home listing before any down payment.

\$200000.00

Purchase Price

The purchase price—updating this will update the loan amount and the payment.

**Interest Rate**

We have an estimated default amount below based on current market rates, your credit score and the loan type. Rates change throughout the day – whenever you open our app we will update this rate.

**Interest Rate:**  
4%

**APR:**  
4.23%

The rate comes from Optimal Blue—this is an estimate from current rates and will change daily. This will update when the Loan Type, or the LTV changes. See the interest rate section on the next page for more information.

**Monthly Payment Breakdown**

**Principal and Interest:**  
\$763.86

**Taxes:**  
\$135.00

**Homeowner's Insurance:**  
\$71.67

**Mortgage Insurance:**  
\$0.00

**Homeowner's Association Fees:**  
\$0.00

**Down Payment**

The amount of the purchase price you are paying up front. A higher down payment will mean a lower monthly payment.

\$40000.00	20.0 %
Down Payment Amount	Percentage

**Loan Amount:**  
\$160,000

The borrower can change either the percent or the amount and once they hit save everything will update. The percentage here will change if the loan type changes to match the default for each type.

**Term**

The loan term is the number of years before the loan is going to be paid off. A lower term will mean a better interest rate, but your payment will be higher.

30 Years

The borrower can select 30, 20 or 15 year terms.

HOI and Taxes are determined by the location the borrower selects in the beginning, but they can be edited here.

Back to Defaults brings back what was there before it was changed.

If the loan type is any government program this is where the funding fee will be listed.

You can also change the credit score from this screen.

\$2500.00	1.25 %
Annual Property Tax Amount	Percentage
\$1340.00	
Homeowner's Insurance	
\$0.00	
Homeowner's Assoc Dues	

[Back to Defaults](#)

Choose Your Credit Score

700-719

Pressing this little arrow minimizes the calculator to focus on the loan timeline below.

**Loan Type**

Choose a loan type below. Select "More Information" to learn about each one.

**Most Common** 3% or more down

Conventional [Learn More](#)

**Low Down Payment** Good for lower cre

FHA [Learn More](#)

**No Down Payment** Only in some areas

USDA [Learn More](#)

**No Down Payment** For veterans

VA [Learn More](#)

"Other Down Payment Options" brings up the loan types. Selecting a new loan type will change the calculator to that type, which changes the Down Payment, the Rate, possible mortgage insurance and even adding in the funding fees and MIP for the government programs. The borrower can easily switch back and forth as often as they like.

## Interest Rates

Interest rates in the app use your personal Optimal Blue rate information to get the most accurate estimate available. The rates are based on your par marker, and they look at the loan criteria in the calculation that's showing in the app. That means rates change overnight—your customers will be able to see the market going up and down.

### Assumptions

To prevent asking the customer many questions that they may not understand or know the answer to yet our calculator keeps things streamlined. That means that there are some assumed loan traits that go into the rate they see which may mean a change when they actually apply. Those assumptions are listed below.

- Fixed Rate
- DTI of 18 (*per Andy, this isn't too low and won't affect price*)
- US Citizenship (*the only government program that won't price a non-permanent resident alien is VA so no issue here*)
- VA Items:
  - VA First Time Use
  - VA Status of Active Duty/Veteran (*not Reservist*)
- Not exempt from VA funding fee
- First Time Homebuyer is NO
- Not Self Employed
- Not waiving escrows
- No BK
- No Foreclosure
- Purchase Transaction
- Borrower paid PMI
- 45 day lock period
- **Standard Products – NOT HomeReady or HomePossible**
- **PRIMARY RESIDENCE**
  - Single Family
  - One Unit

### Custom Rate

There will be times that the estimated rate just won't be accurate. Maybe it's an investment property—or maybe you already told the customer a rate you want them or their realtor to use while shopping. In that case you can enter a custom rate.

Press the interest rate button to see this screen.

Put in a rate to have the calculator use the number.

Press here and save to start using the OB rate again.

When there is a custom rate this box will be green on the calculator—this is telling you that this is not the calculated rate anymore.

### Interest Rate Error

The box will turn red if the loan doesn't match any OB results. It uses an estimate until the loan is valid. Ex. The borrower has a 1% down payment on a Conventional loan.

A message shows asking to adjust down payment when this is pressed—once done this will be blue.

## Loan Timeline

Year after year borrowers say they aren't familiar with low down payment programs, how much they can afford or what they can do to qualify for a mortgage. One of the best features of this app is our educational loan timeline that appears below the calculator.

In this area we have everything from your link for the borrower to apply online, to videos and articles describing the loan process step by step.

### The List

This is a scrolling list of links, articles and videos for your borrower.

Your "Apply Online" link will always be at the top of the "Thinking of Buying" step.

### Types of Cards in the Timeline

**Videos**  
These are the majority of the cards and are everything from new videos for the app of customer experiences to our best Mortgage Mechanics videos.

**Articles**  
This takes the borrower to a web page with a longer article.

**Call to Action**  
These feature a prominent button for the borrower to take some action. The most common one of these is the "Apply Online" card.

### Other Steps

The mortgage process is spread out into many steps to make it easier for our borrowers to understand what goes into getting a mortgage.

To see the additional steps the borrower just needs to swipe to the left

**Apply Online**

Before you even start shopping for your home you should get pre-approved by applying online. Without a pre-approval there won't be any weight behind your offers on homes. You don't want to be at a disadvantage in a crowded market.


[Apply Online](#)

# Favorite Homes

To help your borrowers find the home of their dreams we have built in a feature that will allow the borrower to keep track of the homes they've visited. Even better, the app will help to calculate an estimated home payment for them automatically whenever they add a home.

## Adding a Home

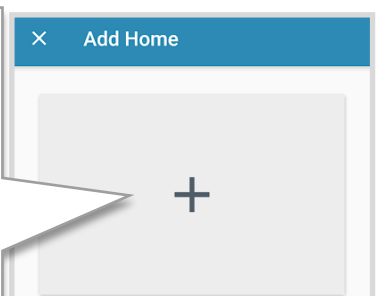
Press these 3 lines to bring up the menu below.



Press "Favorite Homes"

Then "Add New Home"

Pressing the "+" will bring up the phone's camera. Take a picture of the home and it will appear here.



**Nickname** helps keep track of each home. Some people use the street address for the nickname.

Nickname: Nice Two Story Home

Date Visited: 6/24/2019

Address: 362 Hudson Avenue, Newark, OH, USA

The asking price and property tax fields will be used for the calculator.

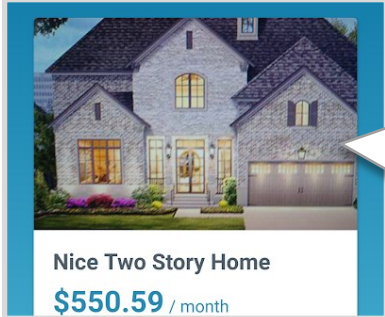
Asking Price: \$125000

Property Tax: \$1200

**Create** saves the home and calculates a payment from the current calculator and the numbers here.

Create

## Editing a Home



Press the image of the home in your 'favorite homes' list to select it.

Press **Edit** to change anything that we put in when adding the home originally.

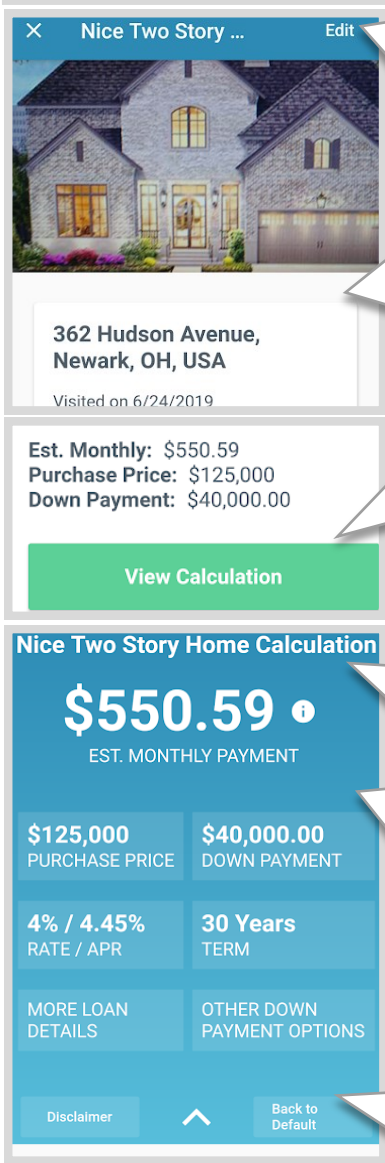
You can scroll through this page to see the details about the loan for everything from the **Date Visited** to the **Notes**.

At the bottom of this list you can press **View Calculation** to play around with this payment.

The **Nickname** you selected will show up at the top while viewing this calculation.

You can use the calculator like you would normally to see what the payment would be with different loan terms.

Press **Back to Default** to save this calculation to the home and return to the normal calculator.



Nice Two Story Home  
\$550.59 / month

Nice Two Story ... Edit

362 Hudson Avenue, Newark, OH, USA  
Visited on 6/24/2019

Est. Monthly: \$550.59  
Purchase Price: \$125,000  
Down Payment: \$40,000.00

View Calculation

Nice Two Story Home Calculation

\$550.59  
EST. MONTHLY PAYMENT

\$125,000 PURCHASE PRICE	\$40,000.00 DOWN PAYMENT
4% / 4.45% RATE / APR	30 Years TERM
MORE LOAN DETAILS	OTHER DOWN PAYMENT OPTIONS

Disclaimer    Back to Default

## Administrative Portal

If you want to edit your information, add new realtors or look at your pipeline of borrowers who are using the new Equity 247 Mobile Calculator you will need to go to **admin.equity247.net**. From there you can login with the same email and password you used to log in to the app. This site is best from a computer, but works fine a phone as well. If you have new realtor contacts to add you can contact marketing or easily add them yourself.

Callouts for the login form:

- Login with your company email address
- This password was sent to you or you reset it.
- Click here to reset your password.

## Dashboard

Callouts for the dashboard sections:

- Use this search box to find your borrowers' apps by name.
- If you hide an app you can later restore it if needed.
- A "Timeline" for this page is just an installed app. So you could think of it as your clients and realtors.
- See what realtor the app is cobranded with, and some basic contact information that will help you get in touch.
- Press edit to see details on the app.
- After you press edit, the top section deals with client details, and you can see everything from the time the app was installed to the credit score.
- The bottom section contains the current calculation the borrower is seeing. This will update as the borrower makes changes.
- Below the calculation is a list of the cards the customer current sees in their app. You can change the step the borrower is looking at above if you want to point out a particular video or educational piece.
- Links in this section are the ones the borrower would have—you can always test them here.

## Administrative Portal—Contact Cards

Contact cards represent your realtors or any other referral partner that you want to share your app with. Once you add a contact you can share their link with the contact or their clients in your app—just press the contacts button in the top right of your app to see all your contact cards (only true when the LO is logged in).

### Contact Cards

This is the link for your non-cobranding app.

Equity247 Mortgage Specialist

Referral Link - <https://calleequity.page.link/BxMm>  
Installs - 9  
Phone - 740-403-3495  
Email - volin3334+testapp@gmail.com

Edit LO Information

Default Share Message

Install the Equity247 Mortgage Specialist App here: {uri} The best homebuying tool. Apply, Calculate

Save

The default message when the app is shared.

Click here to edit your information in the app.

Contact Cards

Add Contact

Joe Walsh

740-111-1111  
joe@real.tor

Referral Link  
<https://calleequity.page.link/yo5U>

Installs - 2

Edit Delete

Pat Benetar

740-111-1112  
volin3334+patbenetar@gmail.com

Referral Link  
<https://calleequity.page.link/RiiQ>

Installs - 0

Edit Delete

If you change this and click save it will change the message even if someone already installed the app.

Click **Add Contact** to create a new realtor contact. Put in the information you have on the next screen and

You can click 'Edit' to change information or delete to remove the contact.

Edit Card

<b>Required</b> Name Joe Walsh Title Realtor Email Address joe@real.tor Phone 740-111-1111	<b>Other Contact Info</b> Company Name Realtors.realty Office Phone 740-222-2222 Address 123 Street St Newark OH Website	<b>Misc Optional Info</b> NMLS License Profile Picture Choose file Browse	<b>Share Link</b> Selected Cards Equity247 Mortgage Specialist Joe Walsh Message Install the Joe and Testapp's Mortgage Calculator here: {uri} The best homebuying tool. Apply, Calculate Pymts, Save Viewed Homes, Video Tips. Edit Share Link
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After you make any changes click 'Save Changes'. After that the information will be updated on all apps that use that contact.

Save Changes

The cards and message associated with the contact are here. To make changes click Edit Share Link and make those changes in the screen that comes up next.



# Administrative Portal—Email Settings

The settings page lets you customize how some automatic behaviors of the app function for you. Today this controls the automatic emails you and your realtors receive when the borrower uses the app.

## Email Notification Settings

App Activation Email -  Yes  No

This email will be sent to you whenever a new email address is registered on your app. You can see a preview of the email below.

->Notify Realtor -  Yes  No

Active Borrower Email -  Yes  No

This email will be sent to you whenever a borrower who hadn't used the app in a while (a number of days you pick below) starts to use it again. You may want to follow up with that borrower as they might have a renewed interest.

->Notify Realtor -  Yes  No

->Days Inactive Before Sending -  Days

Save Changes

Use these buttons to turn on or off emails.

If you turn off realtor notifications it turns this off for all realtors.

Click Save Changes when you're done.

## Add The Site To Your Phone

**Android**

Click here in

Click **Add to Home Screen**

Name the button what you want and

**iPhone**

Click here in Safari,

Click **Add to Home Screen**

Name the button what you want and

## Email Samples

### App Activation Email

Equity247

**Hello Equity247 Mortgage Specialist**

Your client, Joe Borrower installed the Equity247 app for the first time. If you have not been in contact before, this is a great time to reach out.

Client Email: sample@email.com

Client Phone: 123-423-3442

This App is CoBranded with - Realtor Partner

Regards,  
Equity247

### Active Borrower Email

Equity247

**Hello Equity247 Mortgage Specialist**

Your client, Joe Borrower used the app for the first time in 107 days. You may want to contact them to see if they are looking for homes.

Client Email: sample@email.com

Client Phone: 123-423-3442

This App is CoBranded with - Realtor Partner

Regards,  
Equity247

If Notify Realtor is turned on the realtor will have a copy of this email and the "App is CoBranded with" message will say your name on their email.