



Open to All - Training Conference Call Tue 7-8-2014 10am

Call in Number 218-862-6420 Access code: 122150

1. Business Cards – Senior Freedom provides initial order of 500 full color cards
2. New PLF's starting August 4th. How to get your borrower's more \$\$ and still take their apps prior to Aug 4th. New expanded PLF's that go below current levels now allows for younger borrowers as long as one is 62 or older.
3. Currently approved with AAG and Live Well Financial, should be approved with Urban this week. We should be able to do forwards with Live Well by the end of the week if they settle on providing processing.
4. Current Index of 2.375 is paying max to the borrower with pricing over 108 from Live Well (best) Live Well accepting Application docs from other lenders, as long as they were done by SFI
5. Marketing: Lead purchase program and source discussion. Helpful marketing tools on website. Distributing marketing materials; what we can and cannot do (AAG website has materials)
6. Recruiting loan officers and perpetual recruiting overrides: custom recruiting material available
7. Reversevision
 - a. Broker comp
 - b. Origination fee
 - c. Eliminate caution signs before printing application
 - d. Closing and settlement fees
 - i. Title co settlement fee (enough to cover everything)
 - ii. Credit report fee (\$20 individual or \$30 couple)
 - iii. Flood Cert \$18
 - iv. Mobile notary \$175 if not in title co fee
 - v. Counseling \$125
 - vi. Appraisal fee \$550 in town, \$600 out of town (can show on GFE as a financed fee, but borrower must complete credit card form or provide check as backup)
 - e. All counties now have online CAD for legal description
 - f. HMDA information (if you know it)
 - g. When re-disclosures have to be signed and when they don't
8. Srfreedom.com Website - new features and tools
 - a. SFI document and reference page –everything you might need
 - b. New! – Loan officer Personal website
 - c. Fully functional Reverse Mortgage calculator
9. Transmitting applications to processing (if not mailing)
 - a. Set scanner to B & W or grayscale
 - b. Scan at 100 DPI & Make sure it scanned with correct orientation (can't correct this in pdf)
 - c. Scan in order of submission checklist for the lender used. AAG apps print in correct order!!