

Get a More Complete Customer View to Personalize Engagement

Empowering you with actionable insights to create a personalized consumer experience.

Access to high-quality data and insights unlocks your ability to transform the digital experience for your customers and prospects. Through our integration with RatePlug, you now have access to comprehensive borrower and real estate agent contact data directly within the Total Experience Platform. Providing a holistic view and actionable insights, lenders are empowered to anticipate customer and partner needs at each stage of the homebuying/home selling journey, informing their engagement strategies to drive more business and create lifelong relationships.

HOW IT WORKS

- Borrower and agent contacts are seamlessly shared from RatePlug to the Total Experience Platform for a central data source.
- Provides loan officers with visibility into actionable data, like new property listings, upcoming open house events, pending contracts, and special financing eligibility, to inform their engagement strategy.
- Real Estate Agent activity data informs and facilitates co-marketing opportunities through the Total Experience Platform.
- Gain greater access to leads via RatePlug's integration into MLS generated property reports.
- Automate outreach, nurture leads, and manage workflows across teams at scale.

BENEFITS



Personalize engagement utilizing key RatePlug insights.



Send the right message at the right time with Total Expert's purpose-built intelligent automation capabilities.



Build better partnerships with referring realtors.



Drive more business and close more loans via access to high-quality RatePlug leads.