

# Mortgage XSites Pro

Manage your business with a sophisticated, hassle-free website

## Website functionality, professional looks, and easy to use features

- Register your own domain (.com) or easily transfer your own at no additional cost
- 9 step wizard interface walks you through your website setup in minutes
- Wizard-driven interface lets you interactively change themes, colors, graphics, and more without any knowledge of web programming or layout -- just select options from the on-screen options and see immediate results
- Save multiple versions of site content and layouts and change any time with the "snapshot" feature
- Over 300 themes, each with a pleasant pre-defined mix of colors, graphics, button and navigation bar styles, with every single element customizable



Designer themes and simple backend interface allow for a unique, professional site in a few clicks.

- Themes include animated mouse-over effects for extra dynamic feel
- Dozens of themes come pre-built with flash animation
- Fill the browser width with tiled background images, solid colors, or upload your own site background image for added customization

## Content selection, editing pages and more

- Over 80 pages of pre-written content covering everything from first timers to refinances
- Virtually every page of content can be edited, or completely re-written, and any portion of the layout can be changed at will
- Content pages are edited using a word-processor style editor with image library, font controls, spell check and more
- Content editor supports up to 100 undo steps and includes a global or page by page search and replace tool
- Pre-written content hand translated into 5 languages (English, Spanish, French, German, and Portuguese) at no additional cost to you
- Content editor allows for HTML and CSS programming
- Customize colors, photos, company logos and more in a few simple clicks
- Copy and paste content from your old site right into your new pages in seconds (make sure you own the rights to use the content in your old site first)
- 18 mortgage calculators provide unlimited scenarios for borrowers, complete with graphs and charts for visual comparisons
- Publish your rates on your website with a few clicks. Enter your loan programs in your XSite; assign your rates, points, and terms
- Limitless number of content pages, photos, and customizations
- Create completely new pages from scratch, or embed outside pages in your site

- Sound, video, and Flash, available in any page on your site
- Add a pre-built flash animated intro or create your own
- RSS feed options
- New content, upgrades, and features added all the time for free
- Everything is web-based, so you can make changes any time — from anywhere
- Password protected pages to provide sensitive information to specific clients

## Lead capture, mobile access, and reporting tools

- Customizable lead capture forms can be placed on any page and set to capture the data you want and need
- Use our pre-made lead capture forms (Industry Reports and Home Price Index) or create your own



New leads are delivered to your cell or PDA.

- Leads can be delivered to your phone or mobile device ensuring you're notified the instant a lead arrives

- Mobile tools enable leads to be delivered instantly to your cell or PDA so you'll never miss a lead and you'll stop borrowers from shopping around
- View all your working loan applications from a mobile web browser
- Send out loan apps, send and receive e-mails, send status updates, schedule closings and more...remotely
- Auto responder e-mails included. Use ours, customize them, or easily create your own
- Leads flow seamlessly into your XSite Contacts (and XSellerate if you own it) so there's no retyping and everything is contained in one centralized database
- Doorway forms allow you to capture information before viewing specific pages on your site or appear at page view intervals, it's up to you
- Track site visits and page views with the Stats. See what forms are being filled out and where to turn visitors into clients. You can view information by 30, 60, 90 days or all
- Track referring URL's, first time visitors, common search phrases, return visitors, and page views

## Blogging, search engine optimization, syndication tools, and more

- Blogging tools allow for drafts or instant posts
- Moderate comments before posting or choose to post comments automatically
- Create blog reminders at custom intervals and times and you'll be notified in e-mail, in your XSite admin area as well as via mobile tools when it's time to create a new post
- Choose how many posts to remain on your site before archiving
- Search engine optimization tools provided that automatically add sites to Google® and Yahoo®
- You have control of page titles, keywords, and descriptions

- Put popular links within your footer to boost those pages' "internal page rank" with search engines
- Drive leads straight to your site and vice versa with XSite Sponsorships between Mortgage and Agent XSites
- Listing on XSites Network

## Total control at your fingertips with XSites Desktop



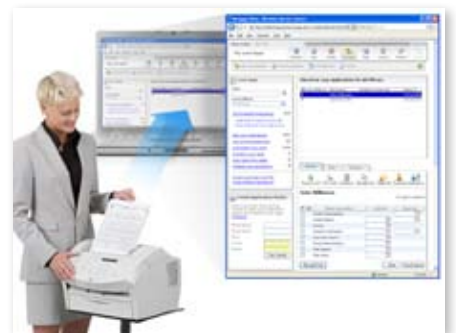
*XSites Desktop combines all your web tools in an easy to use, always on window on your desktop.*

- XSites Desktop manages your entire business from an application window on your desktop
- XSites Desktop is always on so you're connected to all your information the instant you log into your computer
- Energizer rates your site on a scale of 0-850 letting you know what additions/changes will make your XSite better
- Energizer prioritizes improvements in a customized checklist, so you know what to start working on first
- Never forget your password again — with XSites Desktop you'll have instant access to everything you need without logging into multiple programs
- Instantly know the status of a loan app (real time) every time a change is made right from your desktop without having to log into your LOS
- Interact with visitors the instant they hit your XSite with Collaborator
- Collaborator allows you to remotely guide borrowers to specific pages on

- your XSite, engage in live "chats" with visitors and colleagues, and share files, all while remaining GLB compliant unlike typical e-mail and "chat" services
- Be notified instantly of breaking news via RSS feeds set to your preferences
- To download XSites Desktop click [here](#)

## Loan processing, management, and security

- Mortgage XSites Pro is the easiest and fastest way for your borrowers to apply online with FlexApp 1003
- 1003 customization allows you to capture the information you need in short or long app form
- User friendly interface presents only relevant sections so borrowers aren't overwhelmed
- Automatically saves information, so borrowers can return later to finish when they have all their financial information together
- Pop-up help screens give borrowers field by field assistance right when they need it
- Click-through credit authorizations included for free
- DirectFax technology gathers pay check stubs, tax returns and other paper docs from borrowers, converting them into PDF and attaches it to your loan file



*Toll free 800# turns any fax machine into a PDF driver and the custom bar codes ensures only the right docs get attached to the correct loan file.*

