

A FINASTRA COMPANY

EXPERT PRO

Agent Orientation Guide

Getting Started on Expert PRO



Welcome to Filogix EXPERT PRO

Filogix Expert Pro allows mortgage professionals to centralize their business through workflow optimization resulting in improved consumer experience, more time to manage new opportunities and funding deals faster.

Filogix Expert Pro provides features such as:



Intuitive user experience

making our solution easy to use - even for new users.



Free Bank statement retrievals

allowing for quick down payment verification directly from the client's bank account.



Custom workflow

enabling you to create and manage a workflow that suits your needs.



Web-responsive platform

enabling you to access what you need, anywhere, anytime.



Tasks automation

freeing up time to focus on client engagement.



Data compliance

helping your deal flow quicker from submission to approval.



E-signature capabilities

streamlining the document execution process for you and your clients.



E-mail marketing capabilities

enabling you to segment your clients and launch ad-hoc or drip campaigns.



Efficient data collection

requesting documents faster and converting to PDF.



Secure document storage

centralizing all client documents in one secure spot.



Insights and analytics

helping you understand the who, what, when, where and how.



allowing your clients to interact with you via a secure and intuitive on-line tool.

WHY FILOGIX?

- We are the trusted and independent technology provider of the Canadian mortgage industry.
- We have more experience than all other providers with almost two decades under our belt.
- Through the Filogix Mortgage Marketplace, we connect the largest network of lenders and brokers in the country

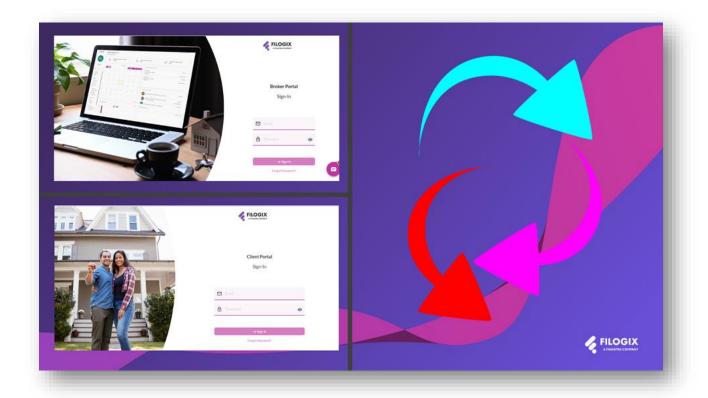


WHY EXPERT PRO?

- EXPERT PRO offers the ability to create a better client experience that borrowers look for.
- Safe and secure way for you and your clients to communicate and send and receive documentation
- Robust platform allows you to full access to CRM functionality with no cost.

Like it or not, consumers are now comparing any customer service experience to Amazon.

Here's Why Your Competition For Customer Experience Is Amazon And Everyone Else (forbes.com)





GETTING STARTED

Whether you are a mortgage professional or a client, the starting page to success is the Filogix Expert login screen.



Once your **EXPERT PRO** account is created, you will receive a welcome email with instructions on how to login for the first time.

This orientation guide will help you navigate those first steps and help you to:

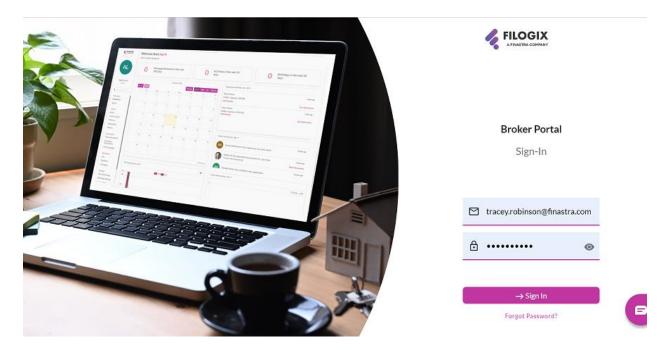
- Login to your new account and setup your initial password
- Adjust your personal settings
- Configure your client facing web application
- Manage disclosure documents
- Import applications from your existing Expert Broker account
- Start a new application
- Interact with the client through the client portal
- Create document templates
- Request documents from clients and providing document acceptance
- Getting the application ready for submission
- File management
- Create your first Board
- Create your first Automation
- Create a marketing campaign
- Use the chat window to get help
- Additional Resources and your Expert Pro contacts



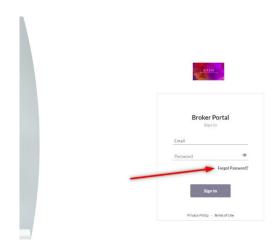
LOGIN INTO EXPERT PRO

The **EXPERT PRO** login screen is where the action begins, you will encounter your first challenge: **setting up your initial password!!**

Start by going to the Expert Pro login screen at https://expertpro.filogix.com



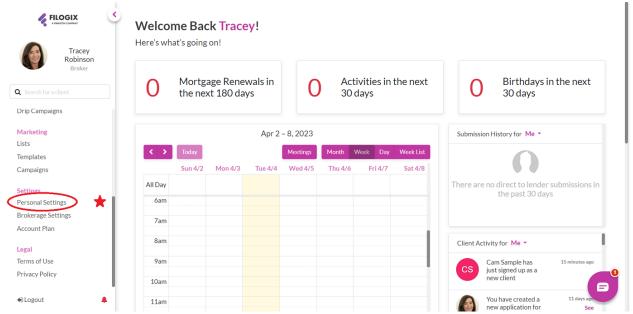
Select the 'Forgot Password' link to confirm your email address and set your first password.



Once logged in you will be directed to your home page which is your **DASHBOARD.** The dashboard provides an elevated level of important upcoming events. Once you synchronize your email and calendar your calendar will appear.



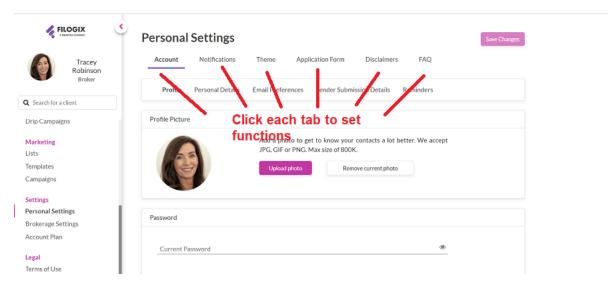
From your dashboard you can also see a variety of screens on the left-hand navigation tree. These screens allow you to access the various functions of Filogix Expert Pro.





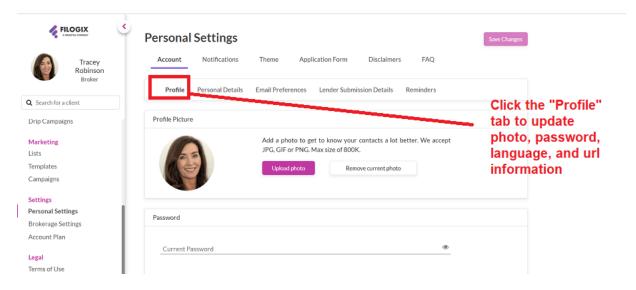
PERSONAL SETTINGS

To the left on your dashboard screen, you will see the menu to navigate through the platform. Click the "Personal Settings" option to start personalizing your information.

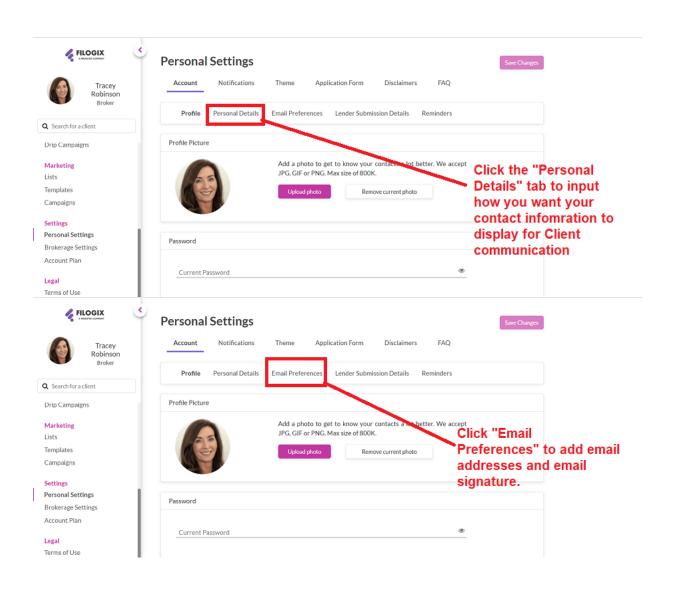


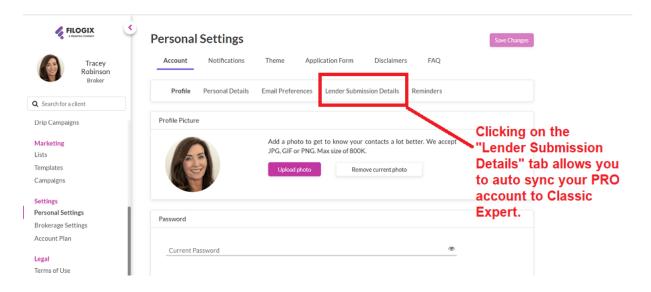
You will have the ability to update contact information, photo, add your website, and customize your web application directly in personal settings. You can watch a <u>video</u> explaining this process as well.

Let us go through each of these tabs.





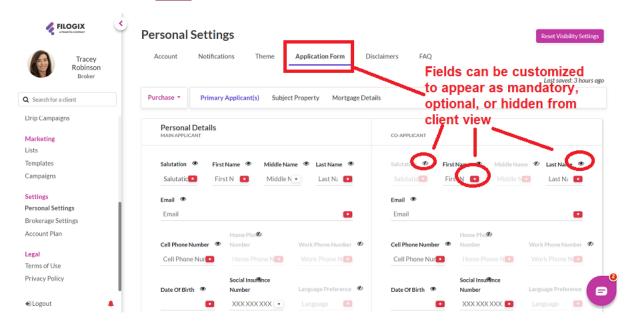






CUSTOMIZING YOUR APPLICATION

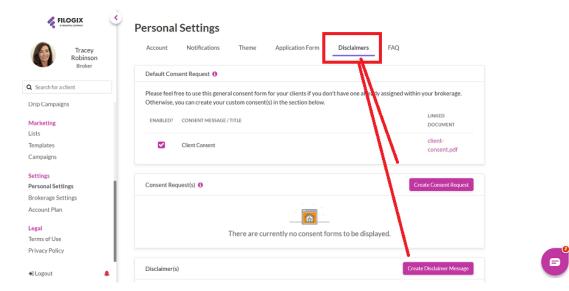
In the "Personal Settings" tab, you can access the **Application form,** where you can choose which fields in the application are mandatory or optional for the borrower to complete or hidden from borrower view. To update the field, you would simply click on the **red box** to change from **Mandatory** to Optional. Once the **red box** is no longer visible, the field is optional to complete. By clicking on the eye icon, you can decide whether the field is visible to the borrower. When there is a line through the eye icon, this field is no longer visible to your borrower. Watch this <u>video</u> to see it in action.





DISCLAIMERS AND CONSENT

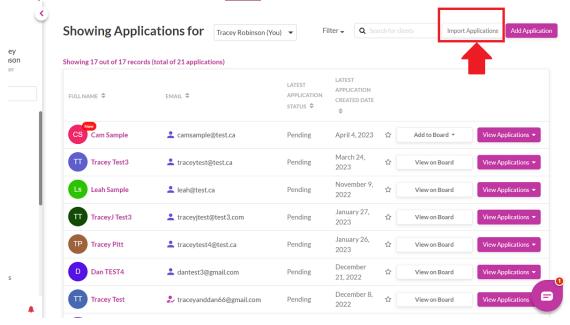
Under this tab, you will see that there is the standard disclaimer form available. You can choose to add your own additional disclaimers and request a consent form in this section. Watch this video to see it in action.





IMPORTING FILES FROM FILOGIX EXPERT INTO EXPERT PRO

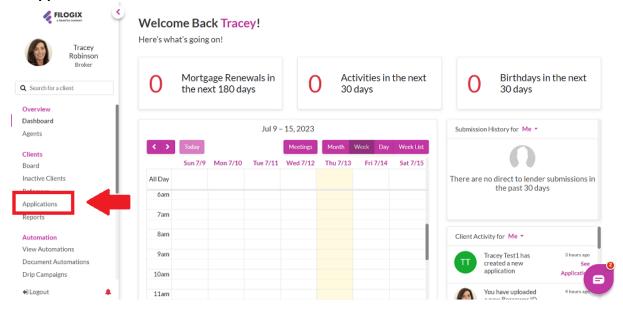
Once you are comfortable with navigating in the **EXPERT PRO** platform, you will want to start the migration of existing completed files within Expert. It is **recommended** that you start this migration slowly. **EXPERT PRO** gives you the option of choosing a single file, by date range, or all your existing files. NOTE: It is important to ensure you have completed any files you wish to import. Spending time to make sure your file is accurate and up to date before doing any import is key. Watch this in action in this <u>video</u>.



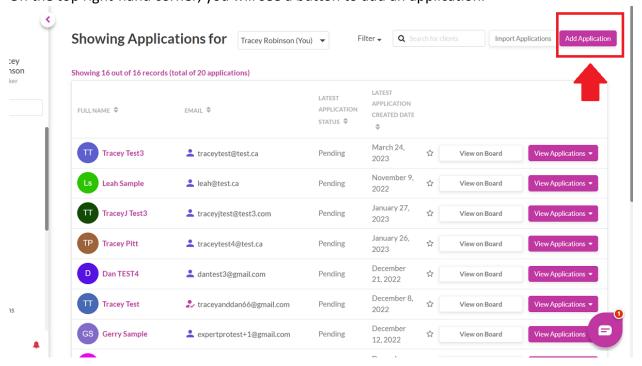


STARTING AN APPLICATION

Now that you have set up your personal information and configured your web application, you can begin working with borrowers in **EXPERT PRO.** On the left side of your dashboard, navigate to **Applications** in the menu.



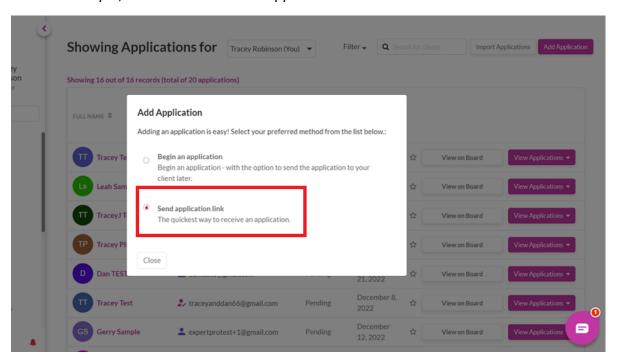
On the top right-hand corner, you will see a button to add an application.

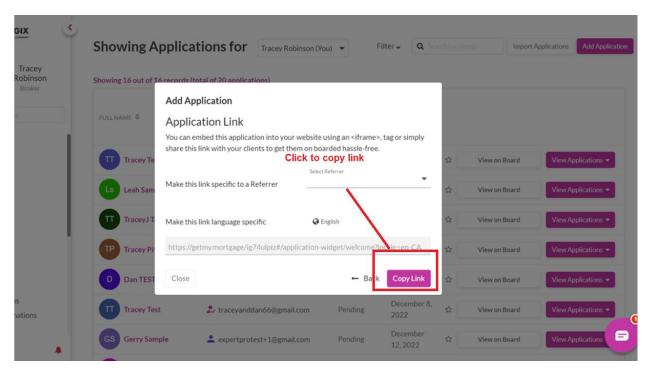


The system will give you the option to begin an application or send an application link.



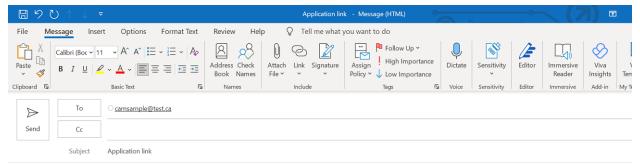
For this example, we will choose "send application link."





Once the link is copied, simply paste it in an email to your client. It is important to let borrower know that the link is safe and secure to open.





Hi Cam,

Ensure you set the expectation for the action you want your client to complete

Thanks for reaching out. Please find link below to complete your Mortgage application. You will be prompted to create a password to log into your client portal. As discussed, this will allow us t securely through your portal and send and receive sensitive documents required to move forward with your mortgage financing. I look forward to working with you.

https://getmy.mortgage/ig74ulpiz#/application-widget/welcome?locale=en-CA



Click link to open application

Warm Regards,

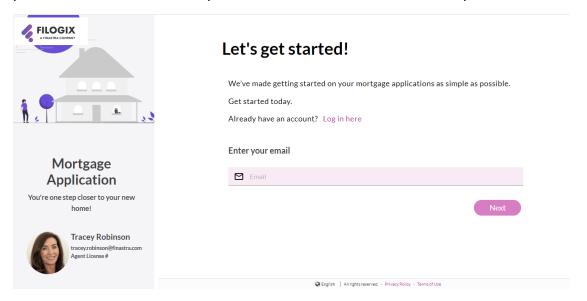


Tracey Robinson
Principal, Relationship Management and Strategic Development

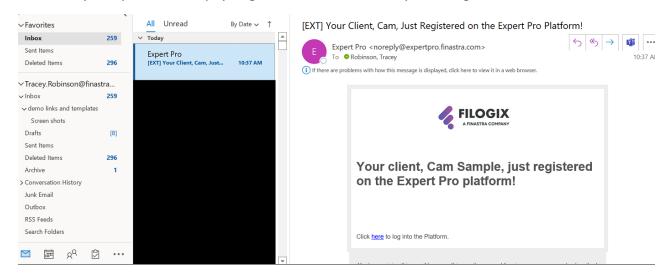
E: tracey.robinson@finastra.com
T: 437 427 5927
A: FILOGIX, 5995 Avebury Road

INTERACT WITH THE CLIENT THROUGH THE CLIENT PORTAL

Once the client has clicked on the link, they can create their email address and create a password. This is all that is required to create their own secure client portal.

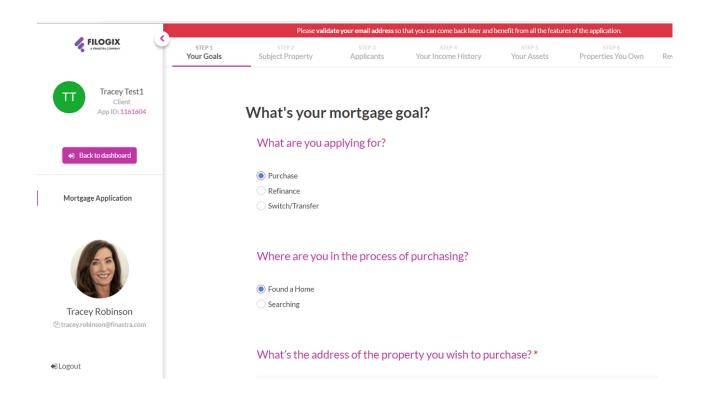


When they complete this step, you get notification that they have registered.

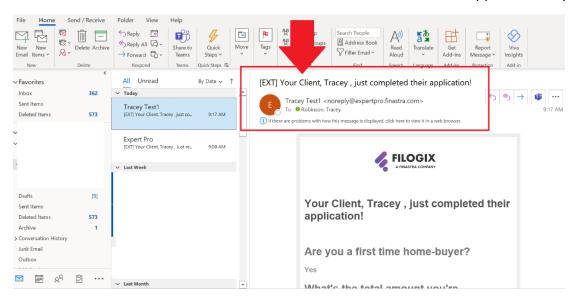


From there, they will complete the online application and submit it to you.



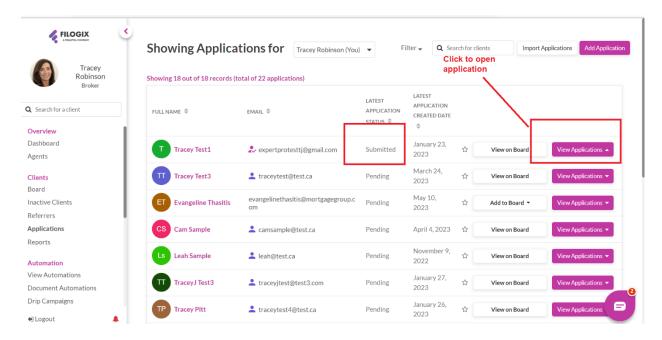


You will receive an email notification that the borrower has sent their application to you.

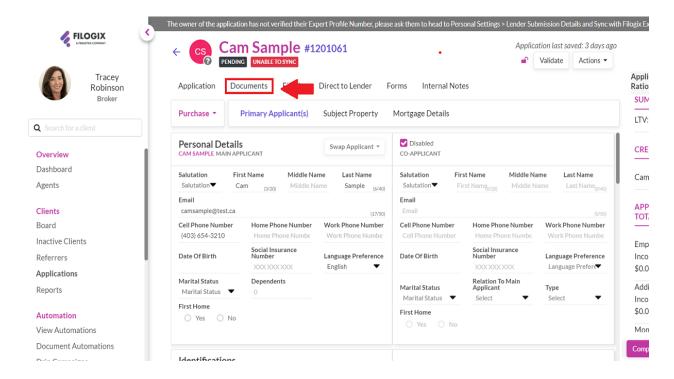




CREATING YOUR DOCUMENT TEMPLATES

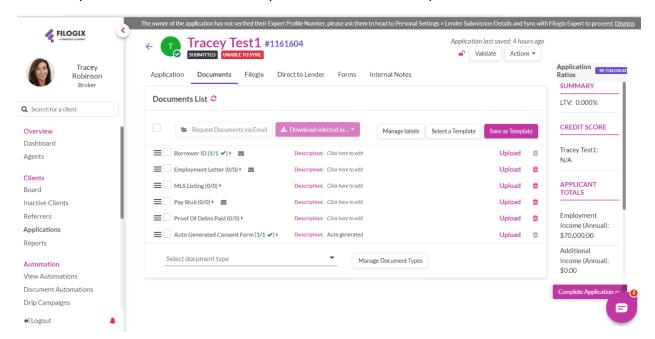


Once application is open and you are ready to request documents, click the documents tab in the borrower application.





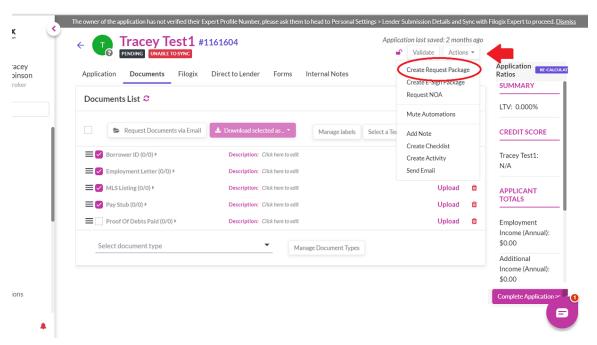
You can upload documents and create your own document templates.



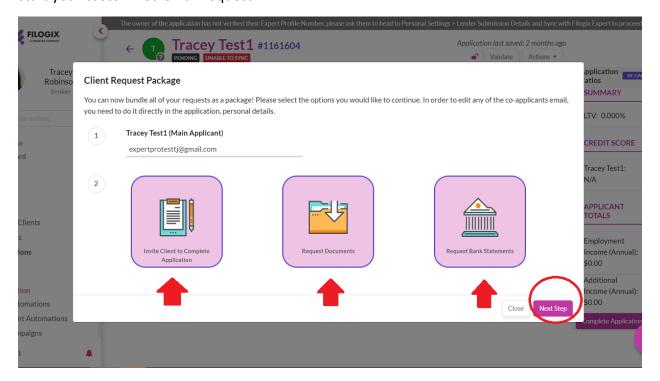


CREATE DOCUMENT REQUEST PACKAGE

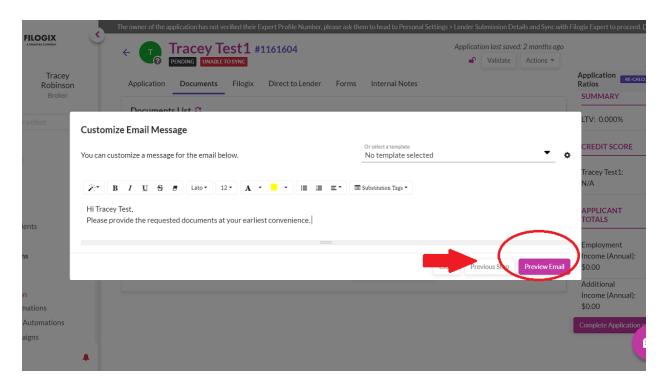
Once you are ready to request documents, simply click on the action button on the top right-hand side of the application. You can watch this in action in this <u>video</u>.



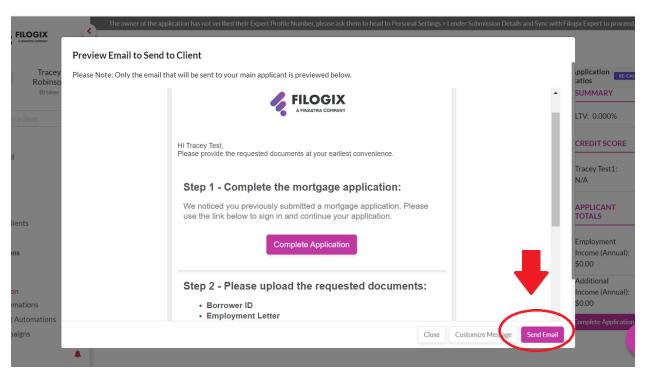
You have the option of requesting of the following actions either as a group or individually. Once you have decided which information you need completed, hit the next step button to start your customized email request.







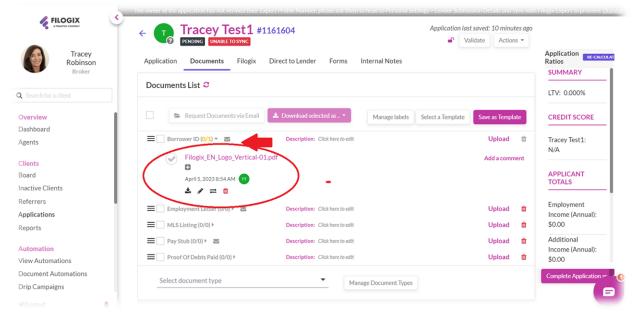
The system allows you the opportunity to preview the package request prior to hitting the send button.



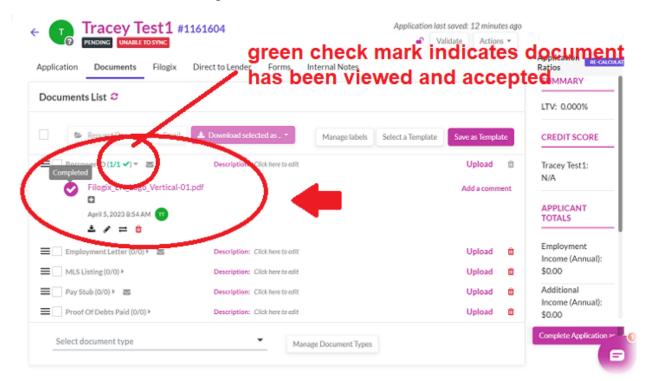


ACCEPTING DOCUMENTS

You can preview the borrower uploaded documents in your portal.



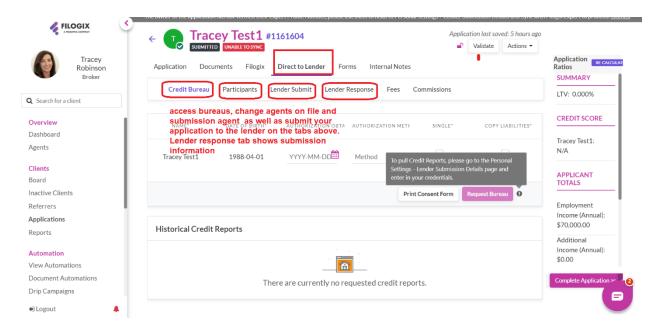
You can accept, delete, or request further information. Once you have accepted the documentation, there will be a green check mark indicator beside the document title.





GETTING THE APPLICATION READY TO SUBMIT

As you work through your client application, you will continue editing file information until you ready to submit to your lender of choice.





MANAGING YOUR FILES

EXPERT PRO allows you the option of utilizing the built in CRM to help manage your business. From customizable client boards to track where each client is in the mortgage process, to creating automations to assist with efficiencies and elevate the client experience, you are in control of how it is set up.

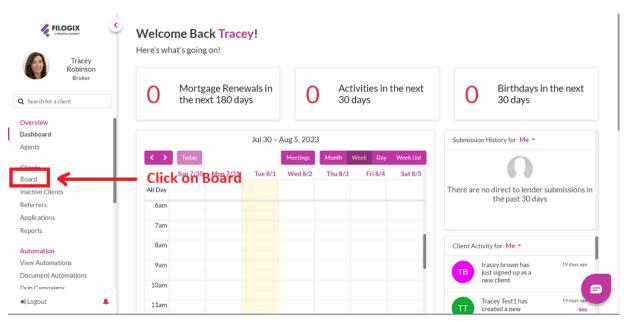
"Implementing a CRM system will do absolutely nothing for your business. However, the continued and effective use of it will." - smallbizerm.com



USING BOARDS IN EXPERT PRO

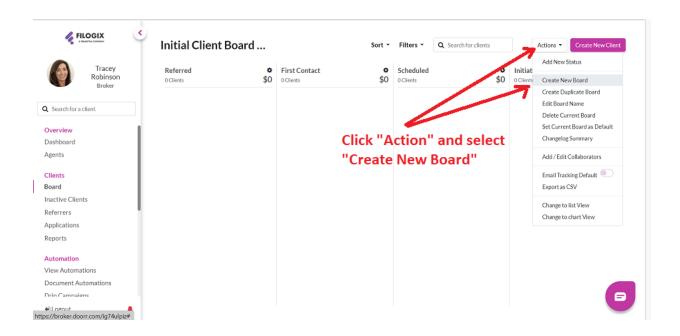
The **BOARD** feature in **EXPERT PRO** allows you to manage client files with ease and know where your clients are in the mortgage transaction process. You can watch this in action in this <u>video</u>.

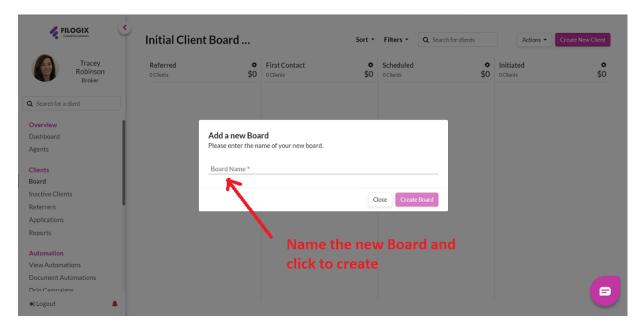




The initial Board displayed on your portal will have columns outlining a simple transactional life cycle. You can add, edit, and remove columns according to how you want your board to look. You can also create as many boards as you need to manage your portfolio of clients. For example, you can create a "purchase" board, a "refinance board," a "renewal board," etc.

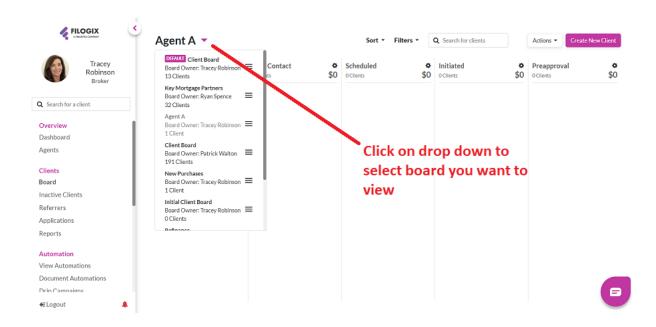




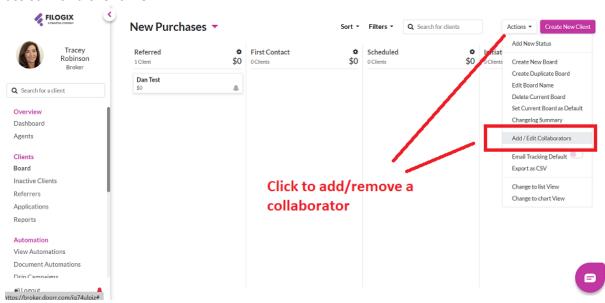


Continue same process to add additional boards.



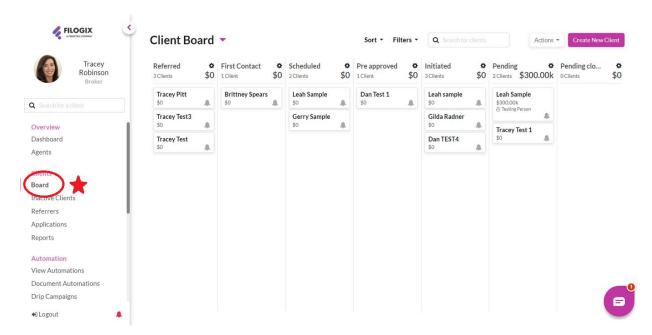


The board gives you the option of adding and/or removing collaborators that may need to assist with a client file.



NOTE: To add or remove a collaborator access to all or specific boards, this action **must be** completed for each board.





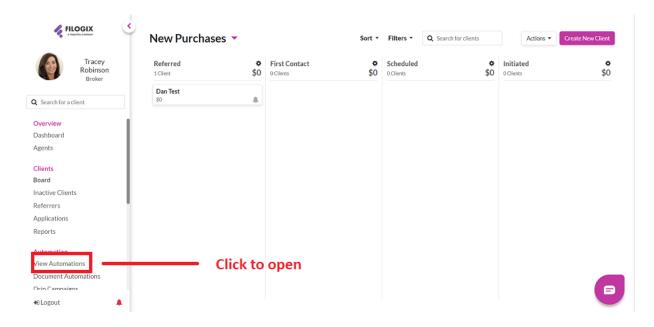
As you move your client closer to completing their mortgage journey, you can move the client tile to the next column to prepare for the next stage and identify or action the next step in the process.



USING AUTOMATIONS IN EXPERT PRO

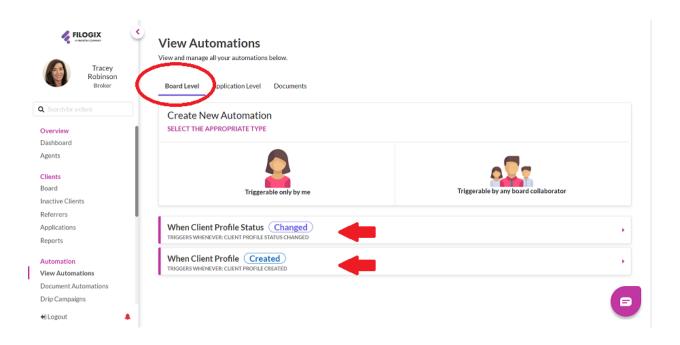
The **AUTOMATION** feature in **EXPERT PRO** allows you to customize a communication or a task to be completed automatically as you move your client through their mortgage journey. You can see this in action in this <u>video</u>.

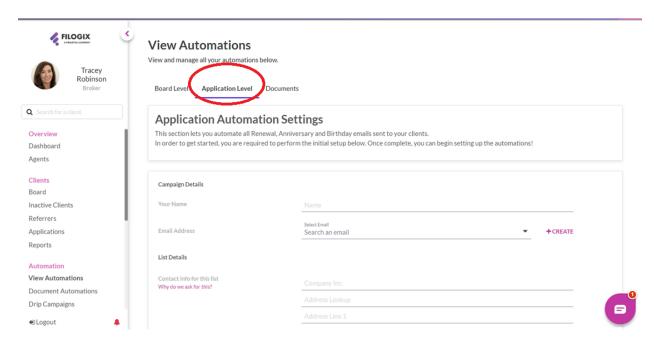




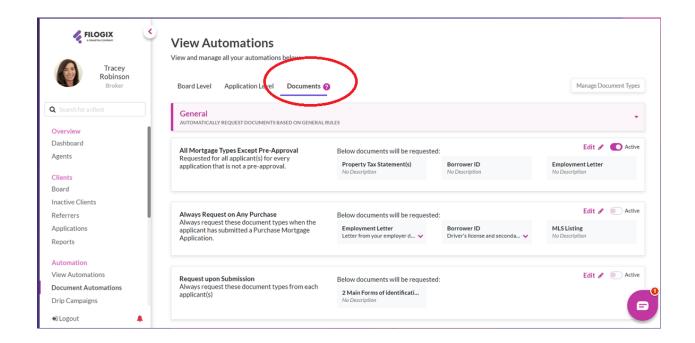
Automations can be set at Board level, Application level, or Document level.





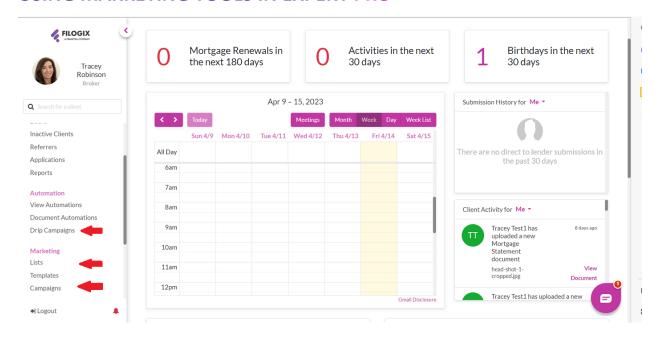




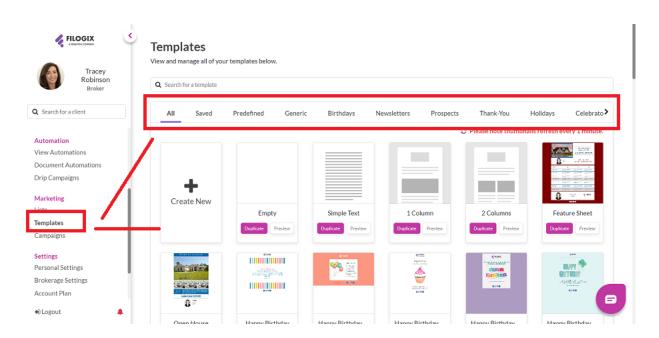




USING MARKETING TOOLS IN EXPERT PRO



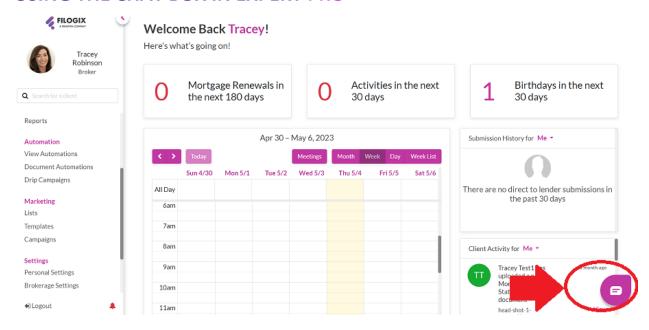
EXPERT PRO includes a variety of marketing tools to help keep in touch with your clients. All the marketing tools are customizable as well as there are standard templates included to assist with your communications. Watch this in action in this <u>video</u>.



Templates feature allows you to choose from a wide array of communication pieces or create your own customized templates to send to your clients through campaigns.



USING THE CHAT BOX IN EXPERT PRO



One of the most valuable tools you will find in **EXPERT PRO** is the **"Chat Box"** function located at the bottom right hand corner of every screen. This connects you directly with our support team to help answer any questions, troubleshoot, as well as it provides you access to a number of videos and FAQ's to help you navigate through **EXPERT PRO** easily and comfortably.



ADDITIONAL RESOURCES

EXPERT PRO has a library of "HOW TO" videos to assist with getting started and answering your questions on setting up your PRO portal.

Filogix Expert Pro How-to Videos | Finastra Canada

PRO Tip: It is suggested that you spend approximately 45 minutes a week to add a new board, automation, work on importing old files, etc.

"CRM doesn't have to be hard, if you plan for how all the pieces will work together BEFORE you start your implementation." ~ goodreads.com

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