



One vendor. One code. One solution.  
from Open to Close.

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## ConsumerAssist™

**Increased leads. Decreased overhead.**

### Benefits:

- Custom website design to highlight your company's unique identity & branding
- Easily capture & securely store the loan application
- Instantly pre-qual borrowers based on product selection & ability to provide pricing
- Ease-of-use increases volume without adding additional sales staff
- Maximize site traffic with SEO & effectively reach your target audience
- Borrower information forms capture and funnel leads back to your LOs/customer service reps
- Display mortgage rates, if desired
- Updated market news feeds & mortgage calculators
- Capability to integrate with your CRM system

### Today's changing lending landscape now

more than ever has mortgage lenders seeking new ways to do more with less while maintaining high service levels. Many lenders are turning to the consumer direct channel as a better means to capture and manage new leads at a lower cost to secure more business.

An effective consumer direct lending solution must combine a flexible and easily customizable website with powerful, accurate decisioning technology that is quick and simple to use for borrowers.

OpenClose has a web development division that offers ConsumerAssist™, a custom built solution that automates your consumer direct business channel. ConsumerAssist's capabilities produce high-impact, borrower lead generation websites for banks, credit unions and mortgage lenders.

ConsumerAssist includes SEO, email marketing capability, social media utilization, pay-per-click campaign execution and management, borrower pre-qualification/decisioning, importation of leads into the lender's CRM system for LOs and more. And borrowers can easily access ConsumerAssist™ via tablets and smartphones 24/7.

ConsumerAssist does the heavy lifting for you, attracting and helping to effortlessly close new business via the web.