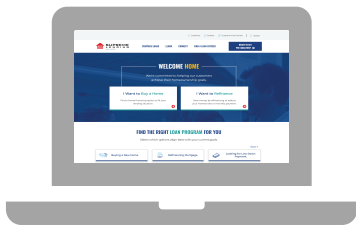


2022 MARKETING HIGHLIGHTS

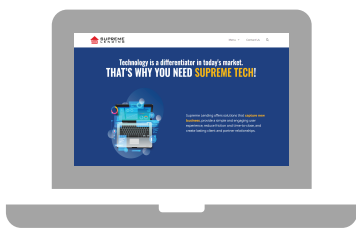


WEBSITE LAUNCH

527,581
TOTAL PAGE VIEWS

232,855
UNIQUE VISITORS

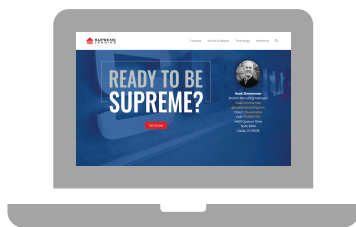
2,772
LEADS GENERATED



TECH HUB LAUNCH

7,163
TOTAL SITE VISITS

224
TECH SIGN-UPS



RECRUITING WEBSITE LAUNCH

32
RECRUITING VIDEOS



Instagram

817 Followers
29.9% increase



Facebook

2,300 Followers
9.1% increase



Zillow

8,763 Reviews
7.5% increase



LinkedIn

14,287 Followers
18.5% increase

EXPERIENCE.COM PILOT



4,485 SURVEY REQUESTS SENT
1,864 SURVEYS COMPLETED
41.6% COMPLETION RATE
500 SOCIAL POSTS

GOOGLE RATING

4.6
★★★★★
UP FROM 3.5 PREVIOUS YEAR

183 TOTAL NEW CORP REVIEWS

\$90.3M TOTAL FUNDED VOLUME

\$43.9M
Q1 REFI CAMPAIGN
\$66.9M TOTAL PIPELINE VOLUME

\$26.2M
Q3 RENTER'S CAMPAIGN
\$32.8M TOTAL APPLICATION VOLUME

\$20.2M
LEAD GENERATION
\$44.8M TOTAL APPLICATION VOLUME

MARKETING SUPPORT

2,268
COMPLETED CREATIVE REQUESTS
60.09 HOURS AVG. OVERALL COMPLETION

3,745
MARKETING SUPPORT TICKETS

\$5.877B
CRM PRODUCTION

49.3% OF LOAN OFFICERS
62.1% OF TOTAL PRODUCTION

491 USHERPA MEMBERS
46 SUREFIRE MEMBERS
8 JUNGO MEMBERS

EVENT SUPPORT



53 ISSUES COMPLETED
11,181 LANDING PAGE VISITS
128,191 EMAILS SENT

COMMUNICATION CAMPAIGNS

- ✓ SERVICING PORTFOLIO TRANSFER
- ✓ ENCOMPASS PIPELINE CLEANUP
- ✓ SMARTSELECT LAUNCH
- ✓ ENCOMPASS QUICK TIPS
- ✓ SUPREME DAY



16,672 LOGINS
18,188 COLLATERAL DOWNLOADS
4,693 SOCIAL POSTS