

Demand Generation

LAYOUT & DESIGN

Created display ads, splash pages, white papers, case studies and online campaigns for demand generation team.

Encompass 16.1 is coming this Spring

- More powerful trade management reporting
- New eSign platform
- Expanded construction lending support
- Expanded Fannie Mae and Freddie Mac integrations

See updates



What's Fannie Mae and Freddie Mac up to?

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Union Home Mortgage Keeps Encompass Functioning at Peak Performance with Regular Health Checks



The challenge

Since its founding, Union Home Mortgage Corp. (UHM) has focused on a single goal: turning each of its customers into "Raving Fans" by consistently exceeding their expectations. Based on the company's growth over the past four decades, it has succeeded. Today, UHM is licensed in 35 states and wrote \$2.4B in loans in 2016. It has been named one of the fastest growing companies in Northeast Ohio, and has also won the Top Workplaces award from Mortgage Executive Magazine for the last several years, including a recent announcement that ranked them 6th amongst all mortgage companies.

The solution

As soon as the Ellie Mae contract was assigned to UHM, Langhans assigned a planning meeting to discuss areas of focus, and to scope out week's activities.

"We had a chance to bring in people from our business side for the first part of the week, so our consultant could gain a deeper understanding of how we used Encompass on a daily basis," Langhans said. "The second part of the week, we brought our system administrators in, and made it more of a technology discussion."

The team looked at benchmarks, compared system configurations from others in the industry to their own, and talked about specific



Ask A Regulator

State Licensing Questions Answered

Whitepaper

This year (and going forward annually), we opened up the opportunity to the mortgage industry to get answers to state licensing requirements, and a

Contents

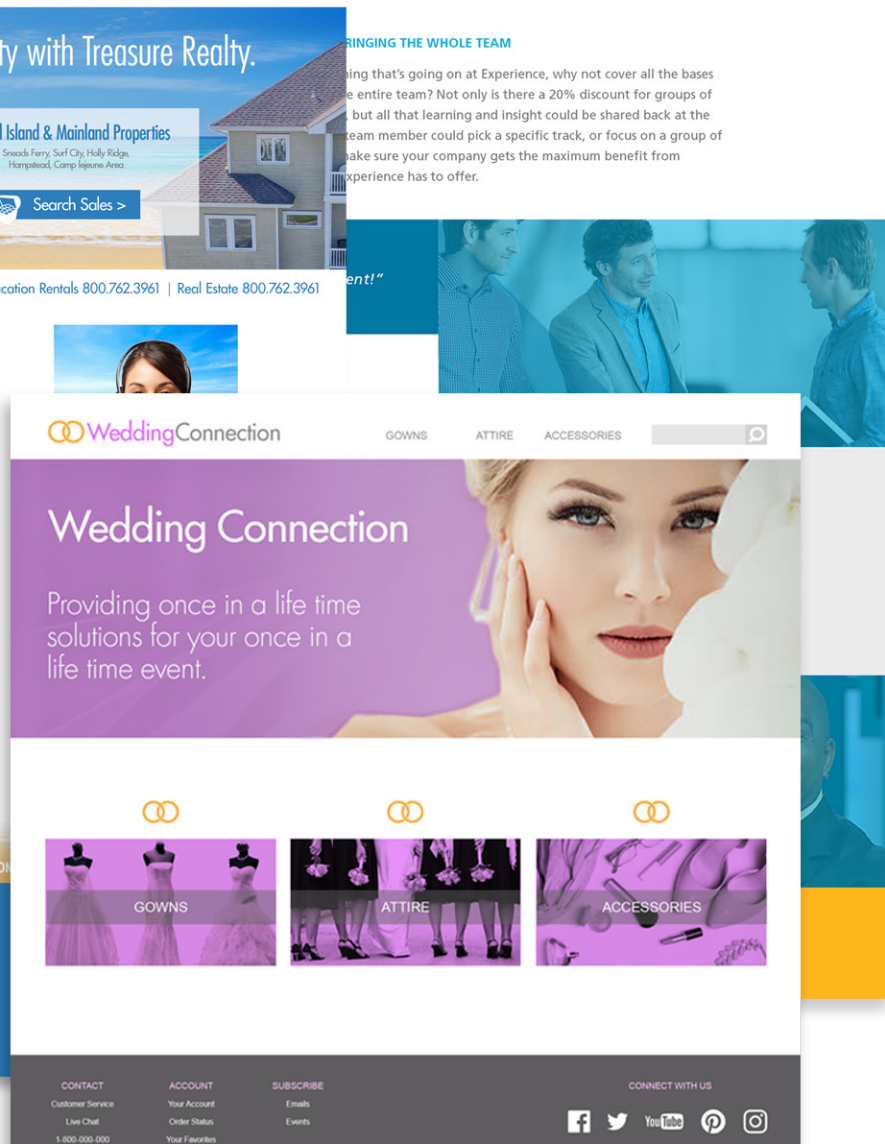
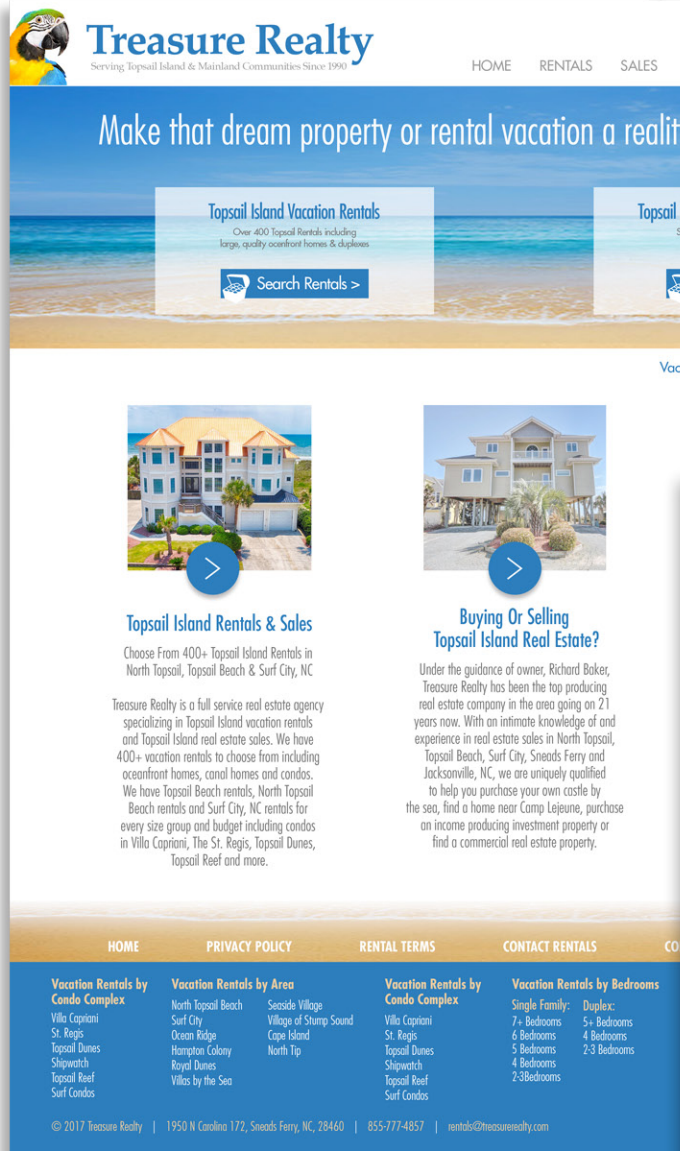
- 1 Introduction
Alabama
Arizona
California

michaelwalkerdesigns@gmail.com

Web Interface

LAYOUT & DESIGN

Created web pages, event promotions and user interface via Adobe Photoshop and Illustrator. Icons were created in Illustrator, pasted in Photoshop and exported as web ready jpegs. Layered pages were sliced in Photoshop and exported to DreamWeaver for web application.



Email Campaigns

LAYOUT & DESIGN

Email campaigns were laid out in Adobe Photoshop/Illustrator and executed via Eloqua. DreamWeaver was used at times to copy and paste HTML layouts.

Encompass[®]
by EllieMae[®]

Give consumers more reasons to choose you



<first name>,

The consumer-mortgage lender relationship may be a two-way street. But to win over prospective borrowers, be they millennials, minorities, or baby boomers, it's you that must go the extra mile.

After all, they're only asking for information. While you're asking them to trust you with the biggest decision of their lives.

Encompass Consumer Connect[™] from Ellie Mae can help you establish that trust — quickly — by allowing you to engage and empower today's consumers on a whole new level.



Start by asking the right questions the right way
A new, comprehensive online point-of-sale solution, Encompass Consumer Connect lets you offer borrowers the chance to complete applications by answering easy-to-understand interview-style questions. Just like popular tax return sites.



Keep building trust throughout the process
After the application, Encompass Consumer Connect guides borrowers step by step through the loan process so they always know what's next and how their loan is progressing.



Close faster and deliver on your promise
Loan data from Encompass Consumer Connect automatically flows into our Encompass[®] all-in-one mortgage management solution to it stays accurate and compliant as part of a single system of record.

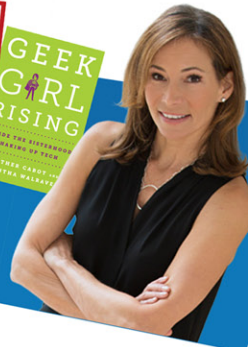
All without the need for additional web staff — or cost. Because Encompass Consumer Connect is available for free to lenders using Encompass[®].

Watch interest turn into applications >

EXPERIENCE17
License to Succeed

Executive Women's Lunch Survey

Ellie Mae Experience 2017 featuring Samantha Walravens



[First name],

Thanks for attending the Experience 2017 Women's Lunch, we hope you had a great time.

Our goal is to make every event at Experience even better for next year. Please take a few minutes to complete our survey about the Women's Lunch to help us do that.

We're already planning Experience 2018, we're sure it's going to be another great conference.

Take survey >

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Efficiency.

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Who will be dancing to Charleston?
Come celebrate (another) record-breaking year and find out who will be joining the Circle of Excellence in Charleston, South Carolina.

- Monday, January 4
- Reception: 5pm
- Dinner: 6pm
- Grand Hyatt, San Francisco

RSVP now

I'll be there! >

Bummer, I can't make it. >



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Compliance.