

Get Started

If you have the following materials ready, the registration process will be a breeze. In addition, Workplace Mortgage Solutions is not responsible for any information that is submitted. Remember, you are submitting your information in final format, so the information you enter is the information you'll receive. Your files will be provided as non-editable Adobe Acrobat PDFs, therefore it's important to take the time to carefully think about (and spell-check!) your responses.

Note: Materials are customized for your use only, and not transferable to another individual or company.

1. LOGO

Your logo in "vector" format. In most cases, the file name will end in either .ai or .eps.

Please check with the person or department that created your company logo, prints your business cards, or prints or produces your other marketing materials if you do not have this format. Including your logo is optional, but highly recommended.

Example:



Vector file ending in .ai or eps = Correct



Rastor file ending in .jpg or .psd = Incorrect

2. YOUR PICTURE

Your picture in JPG format, at least 2 inches wide and at 300 dpi. Including your photo is optional.

If you don't have this format, any photo duplication service can scan your photo and put on CD-Rom. You can then upload the picture from the CD by placing it into your CD ROM drive on your computer. Your picture will be placed on the HR Sell-in brochure only.

Example:



300 dpi



72 dpi

3. CONTACT INFORMATION

Your contact information to be included on the materials:

- First Name
- Last Name
- Company Name
- Title
- Address
- City/State/Zip
- Primary Contact Phone Number and extension
(This will be the primary number used on ALL materials)
- Secondary Contact Phone (cell phone)
- Fax
- E-mail
- Web URL

Example:

Your Name

Title

info@yourwebsite.com

100 Main Street, Suite 101

Your Town, City 80301

Tel 555.121.1234

Cell 555.121.1235

Fax 555.121.1236

www.yourwebsite.com

4. COMPANY DESCRIPTION

Description of your company, or Corporate Profile

– Max 150 words.

Example:

About Our Company

XYZ Mortgage, founded in 1975, is a full-service mortgage broker dedicated to assisting clients with financing or refinancing their homes. Our focus is to better serve our clients by saving them time and money on their home financing needs and to make their transactions a positive, rewarding experience. This way they can focus on the bottom line: enjoying the comforts of their homes as soon as possible. In 1998, we closed over \$100 million in mortgage loans assisting thousands of clients.

5. Unique Selling Propositions

Three concise bullet points detailing your company's unique services and discount offerings (Max 15 words per point). These propositions will go on most of your materials.

Other proposition ideas:

\$500 off closing costs

Free Appraisal

Free Credit Report

\$300 Home Depot gift card at closing

\$300 donation to your favorite charity

Example:

Take advantage of your employee benefits and enjoy:

- ▶ Free credit report and appraisal
Savings of \$400
- ▶ Free credit pre-approvals
- ▶ Priority loan processing and state of the art approval systems

6. TESTIMONIALS

Two Customer Testimonials - Max 35 words per testimonial (Include client name and employer name of person giving testimonial).

Adding positive remarks and comments from clients you've serviced immediately lends credibility to your program. These testimonials will be placed on the brochure used to target HR managers.

NOTE:

You must have customer's written permission to use testimonials.

Example:

Excellent service and quick response. Finally a mortgage company that goes beyond to satisfy a customer! In all, the most painless loan process we've ever been associated with!

Joe J Jones, ABC Company

Our experience with ABC was great! The loan was approved and processed in a quick time frame. They were careful to explain procedures and answer all questions about refinancing our home

James Tyler, XYZ Company

7. LEGAL DISCLOSURES

State Specific Disclosures and Licensing Information

Check with your marketing department, branch manager, or look at your other marketing materials to determine if there are any required disclosures for your company.

Congratulations! You're finished!

Registration code in hand, you may now go to

www.WorkplaceMortgageSolutions.com

Click on the "Register Your Product" icon on the top right of the page, and follow the steps to complete registration.

Have Questions?

We can help!

Call: 800.661.0885

Monday - Friday 8-5pm MST