

Marketing Options for Universal Access

Here are three marketing options for the Universal Access product based on our discussions from the last meeting. We can build campaigns based on the following themes:

Your first choice / The future is here / Your single source

Option 1: “Your first choice”

Headline Options:

Universal Access

Your First Choice

Universal Access

The First Choice

Introduction Sentences:

Universal Access is your first choice for non-conforming transactions, offering everything from true portfolio loans to niche Non-QM products.

With access to all the features you need from a single source, *Universal Access* is your first choice for non-conforming transactions.

With everything from true portfolio loans to niche Non-QM products, *Universal Access* is your first choice for non-conforming transactions.

Bullets:

Program Features:

- 12-Month Bank Statements
- 2-Year Tax Returns
- Debt Service Coverage Ratio (DSCR)
- Pledged Assets
- Non-Resident Aliens

Program Benefits:

- Convenience
- Tailored features
- Flexible guidelines
- Competitive rates
- Accelerated decisions

Closing:

Axos Bank – Universal Access

Your first choice for non-conforming transactions.

Everything from true portfolio loans to niche Non-QM products.

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Option 2: “The future is here”

Headline Options:

Universal Access

The future is here

Universal Access

The future has arrived

Introduction Sentences:

Universal Access is the future for non-conforming transactions, offering everything from true portfolio loans to niche Non-QM products.

Universal Access is the future of non-conforming transactions — giving you the flexibility to design a loan around the needs of your clients — all from the convenience of a single program.

With the flexibility to design a loan around the future needs of your clients from a single program, *Universal Access* is your first choice for non-conforming loans and Non-QM products.

Bullets:

Program Features:

- 12-Month Bank Statements
- 2-Year Tax Returns
- Debt Service Coverage Ratio (DSCR)
- Pledged Assets
- Non-Resident Aliens

Program Benefits:

- Convenience
- Tailored features
- Flexible guidelines
- Competitive rates
- Accelerated decisions

Closing:

Axos Bank – Universal Access

The flexibility to design a loan for the future needs of your clients.

The confidence of working with a trusted bank.

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Option 3: “Your Single Source”

Headline Options:

Universal Access

Your Single Source

Universal Access

The Single Source

Introduction Sentences:

Offering the flexibility of a true portfolio loan programs, *Universal Access* is the single source for non-conforming loans and Non-QM products.

All the features you need from a single program. The flexibility to design a loan around the needs of your clients. *Universal Access* is your first choice for non-conforming transactions.

Universal Access is your single source for non-conforming transactions, offering everything from true portfolio loans to niche Non-QM products.

Bullets:

Program Features:

- 12-Month Bank Statements
- 2-Year Tax Returns
- Debt Service Coverage Ratio (DSCR)
- Pledged Assets
- Non-Resident Aliens

Program Benefits:

- Convenience
- Tailored features
- Flexible guidelines
- Competitive rates
- Accelerated decisions

Closing:

Axos Bank – Universal Access

All the features you need from a single program.

Everything from true portfolio loans to niche Non-QM products.

The flexibility to design a loan around the needs of your clients.

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