

Marketing Plan

2020

Executive Summary

The following report provides a high-level overview and summary of the recommended marketing plan for Correspondent One. This document is based on research insights and strategy developed in the Brand Positioning Platform. These two tools should be shared and utilized to direct and coordinate all go-forward marketing efforts.

Situational Analysis

Product Situation

Correspondent One is a new service offering/entity by Lenders One that will enable its members (Independent Mortgage Bankers) to aggregate and sell loans faster, easier, and for better pricing through an automated single-source technology platform. Correspondent One will launch in Q2 of 2020.

Competitive Situation

In the market today, the most relevant competitors are Mr. Cooper, Caliber Loans, Plaza, Planet Home, Flagstar, Homepoint, Pennymac, and Amerihome. Mr. Cooper will directly compete with Correspondent One in that the organization targets IMBs. Amerihome is the leader in the marketplace, however, targets consumers similar to Planet Home, Homepoint, and Pennymac. While all of these competitors market themselves well (as it appears externally), Correspondent One, through Lenders One, has stronger relationships with IMBs. Price, relationships, and the reputation of Lenders One are competitive advantages of the Correspondent One brand and should be leveraged throughout marketing communications.

Environmental Factors

EXTERNAL FACTORS

External factors that could positively affect the Correspondent One brand is the need for better pricing, automated technology, and improved execution of loan sales. The Lenders One network, when aggregated, is viewed as a single entity. This model doesn't exist in the marketplace today. Conversely, external factors that could negatively affect the brand include market downturns, a new entrant into the industry, and the willingness of the secondary mortgage market to adopt a new process. The secondary mortgage market is highly commoditized with many choices for IMBs. In addition to the commoditized nature of the industry, IMBs are reluctant and may be resistant to change. A shift to Correspondent One involves IMB process changes which they may be willing to do so unless there is a strong motivation to do so. Marketing communications should clearly speak to the benefits of Correspondent One platform to motivate the target audience.

INTERNAL FACTORS

The internal factors that could positively affect the success of the Correspondent One include the Lenders One/Altisource reputation and financial stability, the leadership years of experience in the industry, and the existing relationships with Lenders One members. The

company's reputation, relationships, and community-focused attributes should resonate throughout marketing efforts. As mentioned previously, reputation and relationships are two of three competitive advantages for Correspondent One. The internal factor that may negatively impact the brand is doubt and skepticism by Lenders One members due to the prior failed attempts to launch the concept. Once the brand is launched, Correspondent One customer experience testimonials and data points that illustrate the price savings will be critical to closing the loop on the brand story. These brand experience proof points are to be captured as part of the marketing strategy and take shape through emails, surveys, and other feedback loops.

Marketing Objectives

The following points align with Correspondent One's strategic business objectives.

- 1.** Increase the engagement of existing Lenders One members.
- 2.** Build Correspondent One brand awareness and its unique value and process.
- 3.** Create a continuous member asset bid to support their liquidity and improve their execution.
- 4.** Attract new members to the Lenders One network.
- 5.** Attract new sellers to the Correspondent One platform.
- 6.** Establish a regimented cadence and improve the frequency of communication across multiple channels, externally and internally.

** This section can be expanded to include corporate revenue, profit, and other strategic business goals. Ideally, marketing objectives should tie back to top-line organizational goals.*

Marketing Strategies

The following section shapes the recommended marketing strategies upon completion of the Brand Positioning Platform and highlights the overarching approach and direction for all go-forward marketing efforts.

Targeted Communication Strategy

The target audience for Correspondent One includes current Lenders One members and new IMBs prospects. The targeted audience (current client and prospect) is an IMB that originate \$100M—\$2B of lending assets. These are small-to mid-size IMBs that do not have the approval, credentials, or size to sell to the larger lenders such as Fannie Mae and Freddie Mac. The target prospect has multi-geographical licences and the ability to underwrite loans in multiple states/regions. Price and ability to trade with the larger entities are the two most motivating factors for this audience.

Positioning Strategy

The overarching goal is to position the Correspondent One brand as the reputable and go-to source for expediting secondary mortgage loans in which Lenders One members benefit from a better execution, pricing, and technology stack. The target audience is motivated by their existing relationship and trust in Lenders One. Price and technology are secondary motivating factors in the audience's decision making process.

Brand Strategy

The overarching brand strategy of Correspondent One is to focus on the value that Lenders One members receive in selling to Correspondent One. A Lenders One member that sells to Correspondent One benefits from the below value offering:

- An automated platform and process that shows real-time loan status
- Reduction in loan processing friction
- Reduces human touch points and manual errors
- Live bid function for approved sellers to access
- Better pricing through member loan aggregation
- Convenience of selling to one counterparty
- Reduction in financial risk
- Access to buyers that IMBs normally would not have access to

Marketing Communication Plan

The following section highlights the recommended communication channels for Correspondent One to build brand awareness and consideration. Campaigns will be determined based on the overall desired marketing activity and budget. As part of the marketing strategy, 2-3 Correspondent One brand awareness integrated campaigns are recommended for repeat use over the course of a 12-month period, with 3-5 sub-campaigns to support the broader story. Each campaign will be supported by several integrated media executions. Recommended customer engagement maps are illustrated on the next page. The customer engagement map shows the current and suggested customer touch points. Once finalized, these customer touch points will be utilized to develop the campaign content (key messaging points and other) specific to the target audience and their stage in the customer buying journey.

People You Know

- Brand Awareness
 - Trade Shows and Events
 - Emails
 - LinkedIn posts (blogs, infographics)
- Consideration
 - Lenders One member page on C1 website
 - Non-member page on C1 website
 - Articles
 - Customer Testimonials
 - Sell Sheets
 - Brochures
 - Presentations

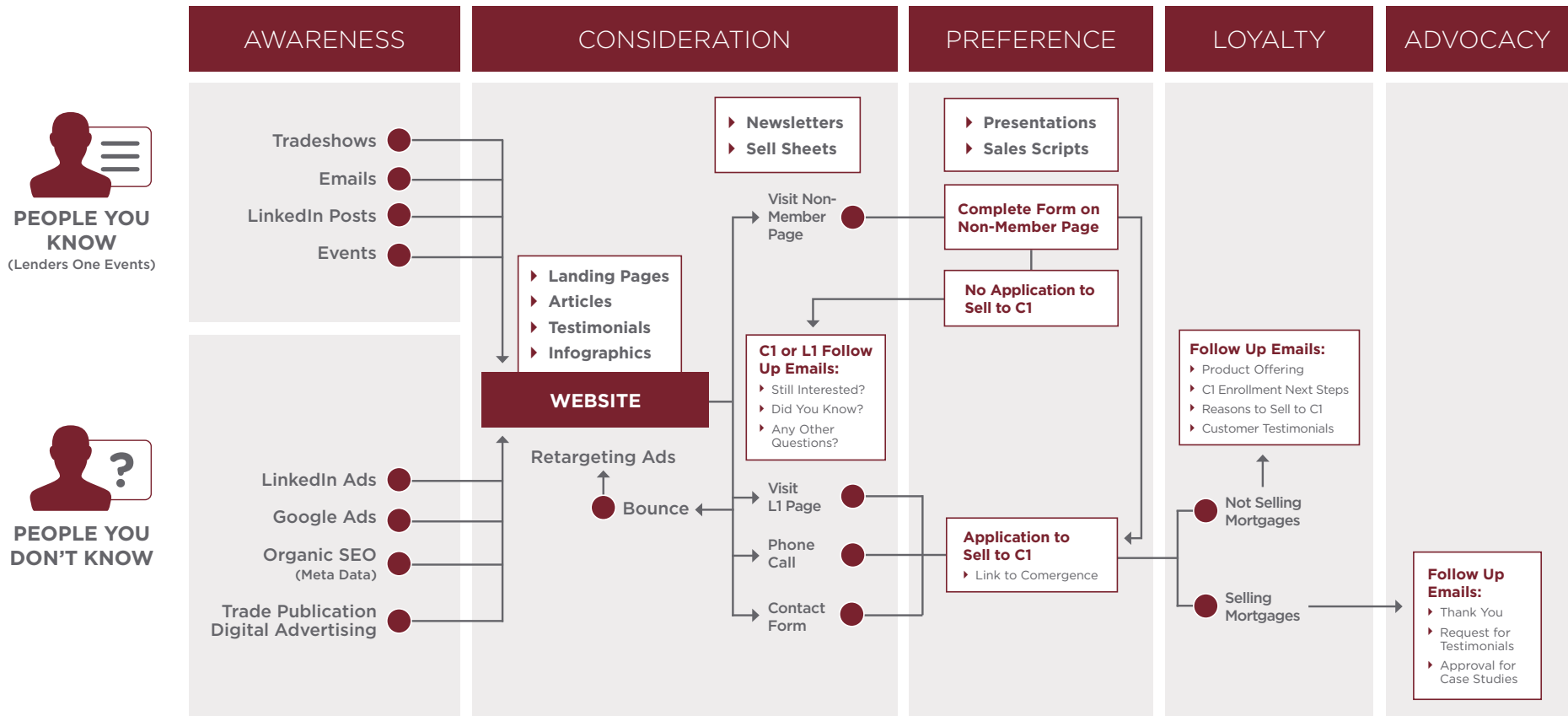
People You Don't Know

- Brand Awareness
 - Organic SEO (infographics)
 - Google ads
 - LinkedIn ads
- Consideration
 - Lenders One member page on C1 website
 - Non-member page on C1 website
 - Articles
 - Customer Testimonials
 - Sell Sheets
 - Brochures
 - Presentations

Example Campaign Engagement Map



Strategy: Every campaign will set in motion cross-sell and upsell campaigns for full product solutions.



CAPTURE: Using Google Analytics and Tag Manager, visitor tracking, and a CRM and marketing automation platform, capture all interactions for users known and unknown.

ANALYZE: Gain actionable insight from those who purchased, showed interest but didn't purchase, or are in facilities we need to target.

OPTIMIZE: Use captured data to optimize messaging, calls to action, and incentives to facilitate purchasing and repurchasing.

Key Marketing Messaging

Positioning Line

Innovate. Automate. Simplify.

Purpose Statement

Correspondent One's best-in-class trading platform gives Lenders One members a one-stop shop to automatically aggregate loans into bid tapes, improve efficiency by removing back office headaches through process automation, and optimize execution by harnessing the origination power of the cooperative to increase profit.

Vision Statement

Correspondent One has a single vision: to create a streamlined platform for all Lenders One current and prospective members that enhances their execution from an operations perspective by creating a single-touch no document process that is fully automated.

Core Values

Community, Transparency, Efficiency and Industry Knowledge

Brand Promise

Supported by Altisource and the services provided by their family of companies, Correspondent One will harness the power of the cooperative to provide a trading platform that will decrease trade friction, automate processes, streamline executions, and reduce cost for members and buyers.

About

Lenders One mortgage cooperative is a national alliance of independent mortgage bankers. The cooperative is designed to give independent mortgage bankers the edge needed to keep up in today's highly competitive market. Correspondent One acts as the counterparty to each side of the transaction. This structure creates a more efficient secondary market by allowing both Buyers and Sellers to transact with a wide spectrum of market participants (multiple approved Buyers) while facing just one legal counterparty: Correspondent One.

Why Sell to C1?

- Simplify the loan process from lock through delivery.
- Increase efficiency and reduce overhead costs.
- Automate the delivery of data and documents.
- Manage the pipeline with real-time status and enhanced visibility.
- Share execution enhancements through aggregation.
- Potential ownership in Correspondent One.
- Reduced Rep and warrant risk for sellers.

Brand Voice and Vocabulary

Correspondent One is ...

Correspondent One is never ...

Messaging Strategy By Audience

All Audiences

- Harnessing the origination power of the cooperative to increase profit.
- From lock to delivery.
- Less fees. Less overhead. Less costs.
- More efficient. More transparent. More options.
- A Collaborative Effort: Selling loans should be seamless and efficient, and with our technology solution and industry experience, it is. Our operations team works with you from lock to delivery.
- A Technology Driven Solution: an end-to-end fully automated platform that gives sellers a simple process to aggregate and sell loans for a better execution.

Lenders One Members

Need.

Non-Members

Need.

Content Stream Suggestions/Campaigns

Primary Campaigns

#1 - CORRESPONDENT ONE BRAND AWARENESS/HOW IT WORKS (BRAND BENEFITS AND DIFFERENTIATORS)

- Loan Discovery
- Selling
- Conditions Management
- Settlement

#2 - CORRESPONDENT ONE BRAND AWARENESS (REASONS TO BELIEVE IN THE BRAND)

- Relationships
- Reputation of Lenders One
- Trust

#3 - TBD

Secondary Campaigns

#1 - CORE VALUES (BRAND CONSIDERATION)

#2 - CLIENT TESTIMONIALS (REASONS TO BELIEVE)

#3 - BACK OFFICE HEADACHES (TARGET AUDIENCE PAIN POINT)

#4 - ACCESS TO LENDERS (TARGET AUDIENCE PAIN POINT)

Brand Boards

Gotham Light

Gotham Light Italic

Gotham Book

Gotham Book Italic

Gotham Medium

Gotham Medium Italic

Gotham Bold

Gotham Bold Italic

