Rate Alerts

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Customer Intelligence Settings

As a customer intelligence administrator, you can set parameters to determine which contacts you would like to monitor. To enter the contract with Total Expert for customer intelligence, you must identify a number of contacts that you can monitor.

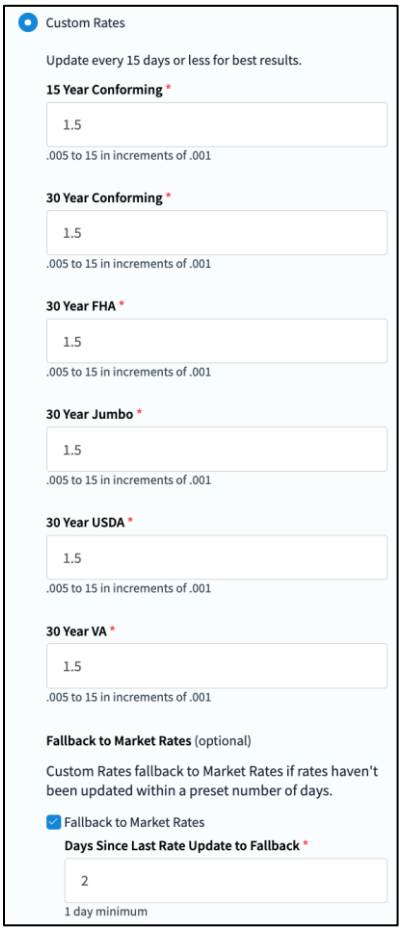
To configure the settings for rate alerts:

1. Navigate to **Customer Intelligence → Settings**.
2. Click the **Rate Alerts** section to expand it.
3. Select an option for Contacts to Monitor. Either:
    a. **All Contacts** (default) – This means all monitorable contacts (for users with either the Customer Intelligence: User or Customer Intelligence: Rate Alert permission) will be monitored. (See Data Requirements below for more details on which contacts are monitorable.)
    b. **Subset of Contacts** – This allows you to specify custom criteria for more granular control over which contacts you want to monitor.
        i. When this is selected, you can build inclusion and exclusion rules using the same setup used elsewhere in the TE platform, such as in focused views.
        ii. Common filter scenarios: excluding contacts who have opted out of email communication, including contacts with a certain value in a custom field from Salesforce.
    c. Each time you change any options in this section:
        i. The estimated count of contacts to be monitored updates. This also refreshes when the page is loaded to account for any relevant changes to the contact list. The actual number to be monitored is calculated at the time the list is exported for enrollment; that number is used for billing purposes and may differ from the estimate shown here.
        ii. The next enrollment will use the most recently saved settings.

Note

Any alert is routed back to the contact record that triggered it, based on the contact ID number. In the case of duplicate contact records with the same information, both records would receive separate alerts (as if they were truly unique contacts). To prevent multiple loan officers from reaching out to the same contact after an alert is triggered, TE recommends removing duplicate contacts across loan officers.

4. Under Comparison Rate Source, select an option to determine the comparison that determines whether a monitored contact's loan rate is high enough to trigger an alert:
    a. **Mortgage Market Rate Indices** – The rate of the most recent eligible loan for a monitored contact is compared to current MMI rates.
        i. By default, the loan rate is compared to either a 15- or 30-year conventional loan rate from MMI, depending on the term specified in the loan record.
        ii. If the loan type has been mapped, the loan rate is compared to the corresponding Optimal Blue type it has been mapped to. See Mapping Loan Types below.
    b. **Custom Rates** – This allows you to manually enter your desired comparison rates for several different types of loans.
        i. You can also optionally select the **Fallback to Market Rates** option. If this is selected, you must also enter a value in the **Days Since Last Update to Fallback** field. If this period expires with no change to the custom values, those custom values will be considered stale, and the MMI rates will be used instead.

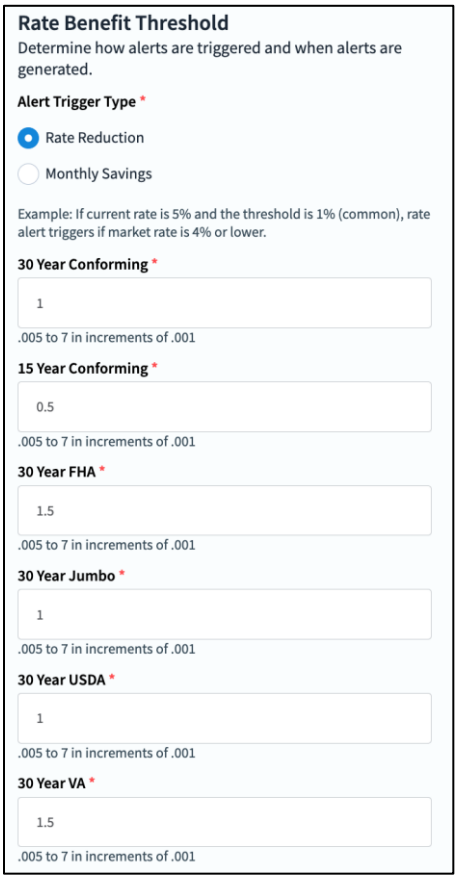


ii. The header of the Rate Alerts section displays a reminder to help you avoid stale data. If the data does become stale, this reminder changes to show when the system started using MMI values again.

Tip

TE recommends updating custom values at least every 15 days. However, the fallback option ensures that standard rates are retrieved in the event of any disruptions to your schedule.

5. Under Rate Benefit Threshold, there are 2 options that allow you to configure how much of a benefit a contact would need to be eligible for before an alert is generated on their record.
    a. **Rate Reduction** – Enter a value for each of the various types of loans available from the Optimal Blue MMI. This allows you to choose how much of a rate benefit there needs to be before an alert is generated. For each type:
        i. The default value is 1 (that is, 1%).
        ii. The allowed range of values is from .005 to 7 (that is, .005% to 7%) in increments of .001.



Example

If a contact has a loan with a rate of 6%, and you set this value to `1` for their type of loan, it would require that the comparison rate for that type of loan to fall to 5% or lower before an alert can be generated.

b. **Monthly Savings** – Enter a value for each of the various types of loans available from the Optimal Blue MMI. This allows you to choose how much a contact would need to save on their monthly payment before an alert is generated. For each type:
   i. The default value is .5 (that is, .5%).
   ii. The allowed range of values is from .5 to 100 (that is, .5% to 100%).

Example

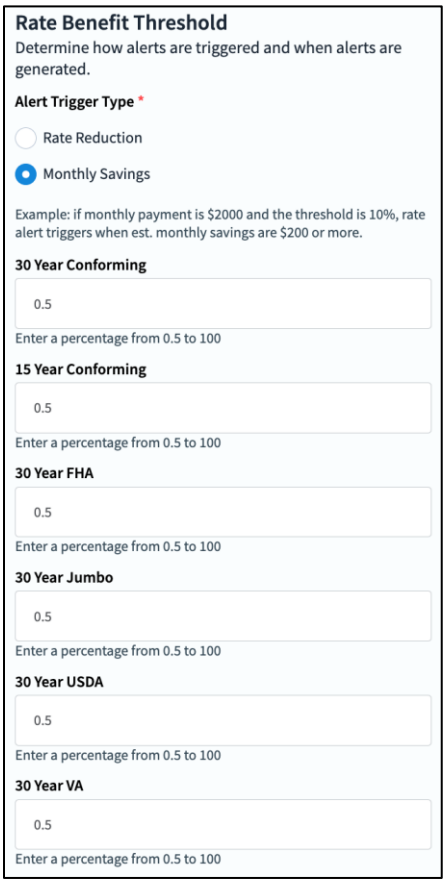
If a contact has an estimated monthly payment of $2,000, and you set this value to `10`, it would require that the current rates fall enough that their estimated monthly payment drops by at least 10% (that is, $200) before an alert can be generated.

Note

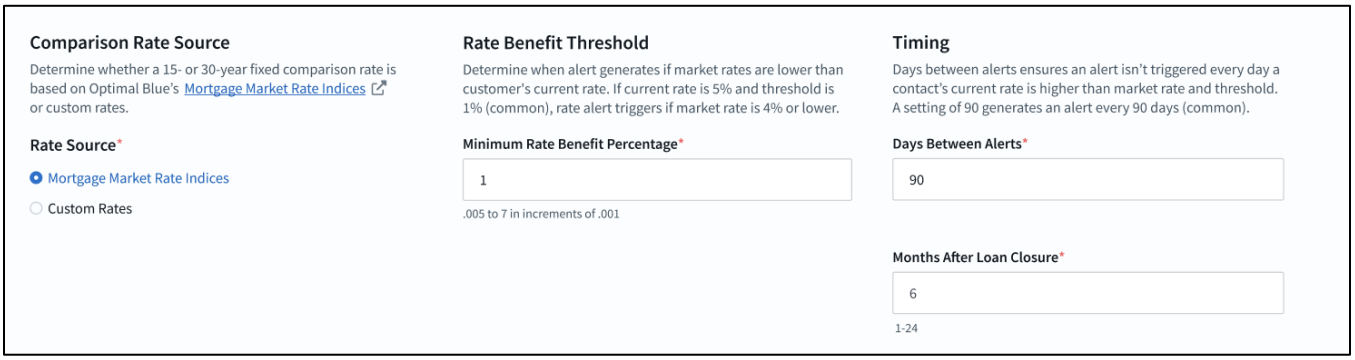
TE estimates monthly payments using the following equation:

$$M = P\frac{r(1+r)^n}{(1+r)^n - 1}$$

M: monthly mortgage payment
P: principal loan amount
r: monthly interest rate
n: number of payments

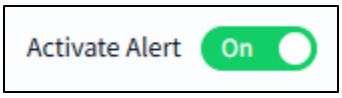


6. Under Timing, you can set further restrictions on when an alert can be generated for a given contact.
    a. **Days Between Alerts** – This allows you to restrict how often rate alerts can be generated for the same contact. Because rates change and opportunities are recalculated every day, this setting helps prevent reaching out to a contact too frequently.
        i. The default value is 90 days.
    b. **Months After Loan Closure** – This allows you to restrict how soon after a contact closes on a loan before a rate alert can be generated for that loan. This helps prevent reaching out to recommend refinancing a loan that has not fully matured yet.
        i. The default value is 6 months.

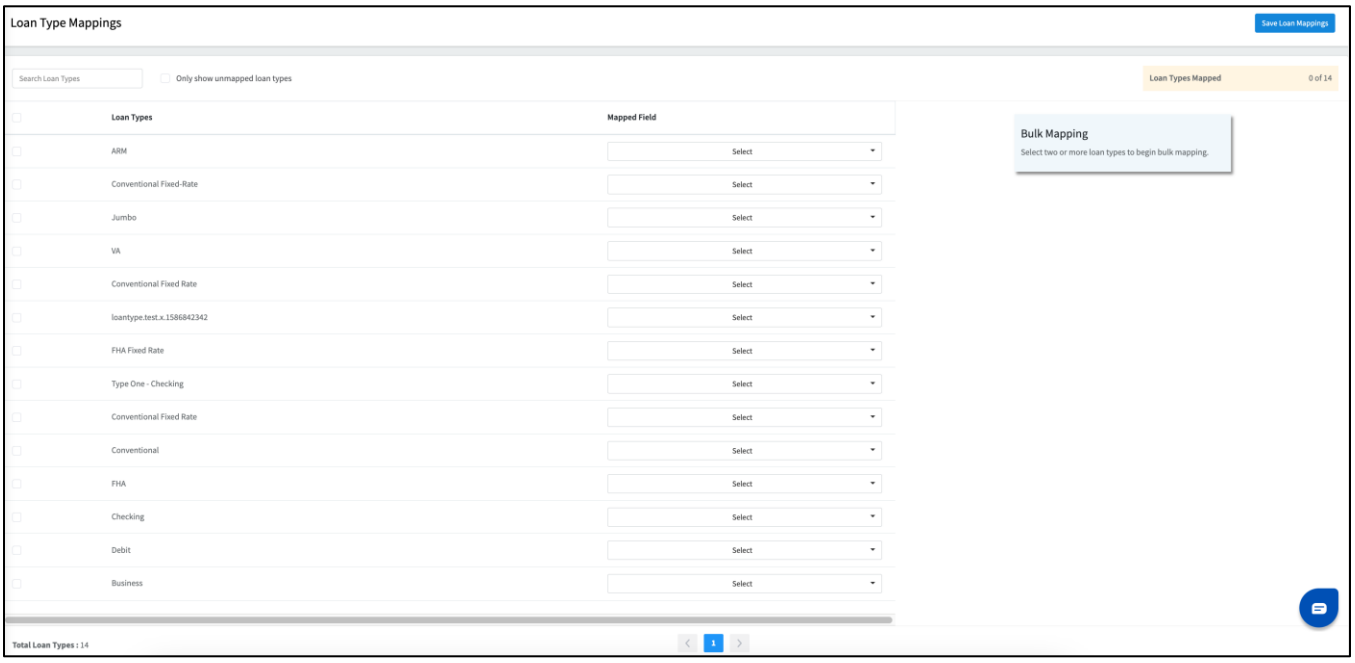


7. Click the **Save** button at the bottom of the Rate Alerts section to save all your changes.
8. When everything has been configured and you are ready to receive rate alerts based on the current settings, click the **Activate Alert** toggle switch at the top of the Rate Alerts section to switch it to the **On** position.

Warning
This is the last step you should take. Once this is enabled, insights will start flowing in daily for any contacts who qualify.



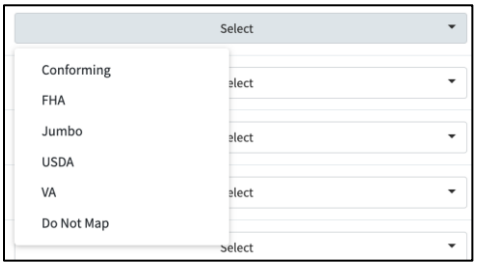
Mapping Loan Types



Optimal Blue's MMI provides market rates for Conforming, FHA, Jumbo, USDA, and VA loan types. To compare your loans to the appropriate Optimal Blue market rate, you can map each of the loan types your organization has configured in Total Expert to one of Optimal Blue's loan types.

1. Navigate to **Customer Intelligence → Loan Type Mappings**. This page lists all the loan types your organization has configured in Total Expert.
2. For each of your loan types, click the drop-down list in the **Mapped Field** column and select 1 of the Optimal Blue types.

Note
This mapping has no impact on any other Customer Intelligence alerts. It applies exclusively to Rate Alerts.



Note
If you choose the Do Not Map option for any of your loan types, loans of those types will not be monitored for rate alerts.

If you make no selection at all, the system will compare that loan type to Optimal Blue's Conforming rates.

3. Click the **Save Loan Mappings** button in the upper-right corner of the page.

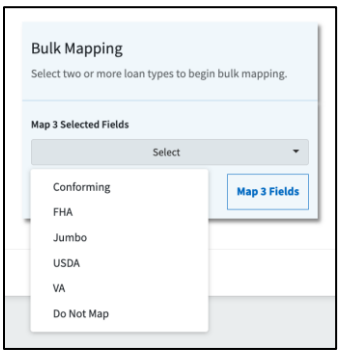
Tip
Use the **Search Loan Types** box to locate specific items in your list.

Click the **Only show unmapped loan types** checkbox to filter the list so you can quickly see which of your loan types you have not mapped yet.

Bulk Mapping

You can map multiple loan types to the same Optimal Blue type all at once.

1. Navigate to **Customer Intelligence → Loan Type Mappings**.
2. Select the checkboxes on the left side for the desired loan types.
3. In the Bulk Mapping tool on the right side of the page, select an Optimal Blue type from the drop-down list.
4. Click the **Map # Fields** button. This applies the mapping to all the selected types.



Insights

Once you have completed the setup and activated the rate alert, Total Expert begins doing a daily rate calculation to determine which contacts could benefit from a lower rate based on the configured settings. When an opportunity is identified, the alert banner is posted to the contact record.

This banner shows the contact's current rate, the available rate (the configured comparison rate, either MMI or configured custom rate), the difference in rates, and the date that the insight was generated. It remains visible on the contact record for 7 days.

> **CUSTOMER INTELLIGENCE: RATE ALERT**
> [First Name] has a mortgage rate of [X]% which is [X]% higher than the current market rate of [X]% as of MM/DD/YY.

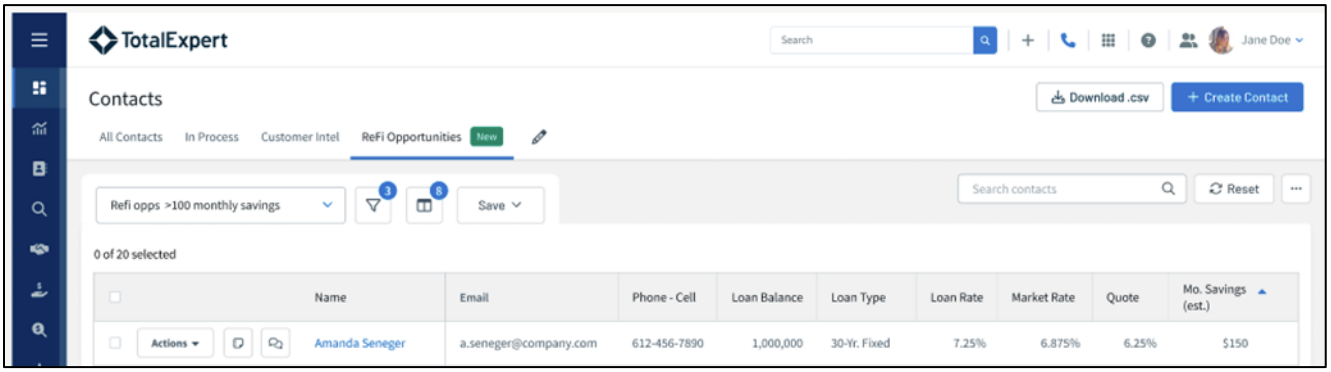
In addition to the text shown in the banner, data is stored on the contact record (see Enrichment Data on a Contact Record below). These fields do not expire.

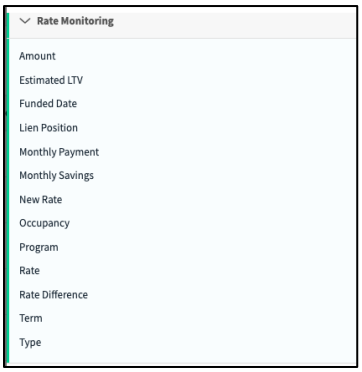
So you can better target contacts with automation based on the rate alert, you can use the stored data to add the contact to a focused view or to trigger automation, such as a journey via the Insight Value journey condition. See Using Rate Alert Data below for a list of these fields and their descriptions.

Rate Data on the Contact List

Rate alert data can be used to filter and sort data on the contact list to create custom lists and pipeline views.

This data applies to loans that are currently being monitored, not other loans for these contacts.

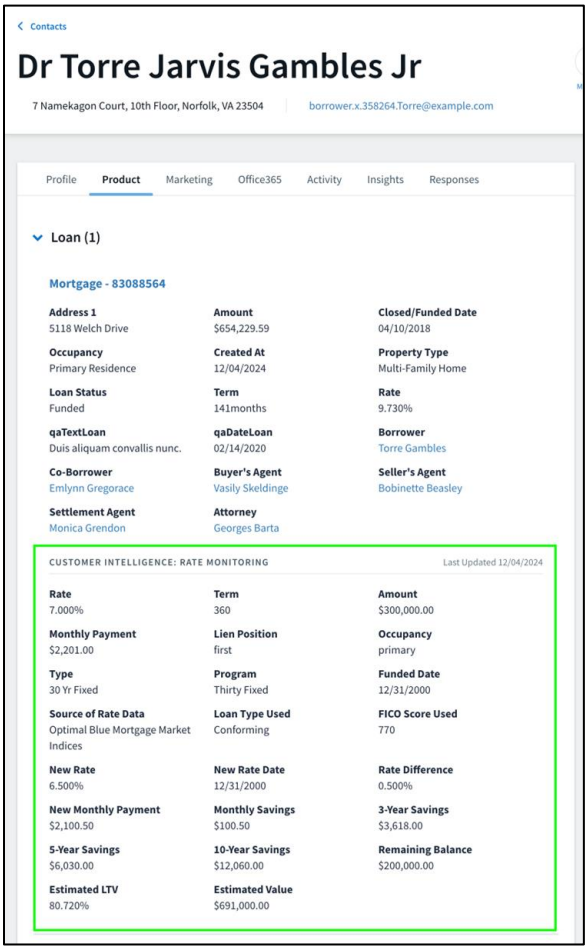




Enrichment Data on a Contact Record

Rate alert data is visible on the contact record.

An alert does not have to be triggered for enrichment data to appear. A monitored contact will see enrichment data regardless of whether an insight has been triggered or not.



Using Rate Alert Data

In addition to showing the data on the contact record, many of those data points are available in journey conditions to allow users to better target their contacts based on those values. These are indicated in the table below.

They are also available in the email builder as variable names so you can easily send rate data to your contacts.

Variable Name	Variable Description	Available in Journeys As
rate_type	This will be either `custom` or `market`, depending on the configured setting. This variable is mainly for troubleshooting purposes if questions come up about where the current rate came from.	n/a
loan_id	The loan ID of the loan TE used for comparison.	Loan ID

Variable Name	Variable Description	Available in Journeys As
loan_external_id	The external ID of the loan TE used for comparison.	Loan External ID
loan_rate	The rate on the contact's loan that was used for comparison.	Loan Rate
loan_term	The term on the contact's loan that was used for comparison.	Loan Term
loan_amount	The original loan amount on the contact's loan that was used for comparison.	Loan Amount
loan_monthly_payment	The monthly payment on the contact's loan that was used for comparison; see the equation below for how monthly payments are estimated.	Loan Monthly Payment
loan_lien_position	The lien position on the contact's loan that was used for comparison.	Loan Lien Position
loan_occupancy	The occupancy on the contact's loan that was used for comparison.	Loan Occupancy
loan_type	The loan type on the contact's loan that was used for comparison.	Loan Type
loan_program	The loan program on the contact's loan that was used for comparison.	Loan Program
loan_funded_date	The funded date on the contact's loan that was used for comparison.	Loan Funded Date
mmi_source	The source of the mortgage market interest rate that was compared against the contact's current loan rate.	MMI Source
mmi_loan_type	The Optimal Blue loan type of the MMI rate that was used for comparison	MMI Loan Type
mmi_fico_used	This value is not currently set, but will be in the future. Optimal Blue's MMI provides rates at certain representative FICO scores. This is the score used to determine the MMI rate that was used for comparison.	n/a
current_market_rate	The current MMI rate provided by Optimal Blue at the time of the comparison.	n/a
current_market_rate_date	The date the current market rate was calculated.	n/a
estimated_new_monthly_payment	The monthly payment we calculated the contact would have if they refinanced at the current market rate. This number is an estimate only; see the equation below for how this is estimated.	n/a
estimated_monthly_savings	The monthly savings we calculated the contact would have if they refinanced at the current market rate. This number is an estimate only; see the equation below for how monthly payments are estimated.	n/a

Variable Name	Variable Description	Available in Journeys As
estimated_3_year_savings	The total savings we calculated the contact would have over a 3-year period if they refinanced at the current market rate. This number is an estimate only; see the equation below for how monthly payments are estimated.	n/a
estimated_5_year_savings	The total savings we calculated the contact would have over a 5-year period if they refinanced at the current market rate. This number is an estimate only; see the equation below for how monthly payments are estimated.	n/a
estimated_10_year_savings	The total savings we calculated the contact would have over a 10-year period if they refinanced at the current market rate. This number is an estimate only; see the equation below for how monthly payments are estimated.	n/a
estimated_remaining_balance	The balance we estimate the contact has remaining to be paid on their mortgage. This estimate is calculated, not pulled directly from any database.	n/a

TE estimates monthly payments using the following equation (this is the same equation provided with the instructions for the Monthly Savings setting above):

$$M = P\,\frac{r(1+r)^n}{(1+r)^n - 1}$$

M: monthly mortgage payment
P: principal loan amount
r: monthly interest rate
n: number of payments

Data Requirements

A contact can be enrolled in rate alert monitoring if there is an associated loan record. The contact must meet all of the following conditions:

- The contact has a full name and address
  - address line 1 (and line 2 if applicable)
  - city
  - state
  - ZIP code
  - the address must be standardized
- The contact record is not archived.

- The contact must be the primary borrower on a loan that has a standardized property address that matches the contact's standardized address.
    - Co-borrower and other participant roles are not monitored.

In addition, the loan record must have the following defined:

- rate
    - This must be a numeric value, so a value of `2` is acceptable, while `two` is not.
- term
    - This must be a numeric value, so a value of `2` is acceptable, while `two` is not.
- amount
    - This must be a non-zero integer.
- loan status
    - This must match 1 of the values from the organization's Loan Closed Status organization setting (`loans.closed_statuses`)
- a date indicating when the loan closed
    - The specific date field checked is whatever is defined in the column specified in the organization's Loan Closed Date organization setting (`loans.closing_date_column`)
- `account_classifications.type`
    - The value must be `LOAN`.
- `account_classifications.system_name`
    - The value must be `mortgage`.
- `lien_position_normalized value`
    - The value must be either `empty` or `first`.
    - If the contact is associated with multiple loans, then for monitoring purposes, a loan with the value `first` takes precedence over one with the value `empty`.
    - If the contact is associated with multiple loans, and the lien position is the same for all loans, then the loan with the most recent closing date per the Loan Closed Date organization setting (`loans.closing_date_column`) is monitored.

A rate alert is triggered for a contact if the monitored loan satisfies the following settings configured on the Customer Intelligence page in the platform:

- The loan's rate difference is above the value set for the appropriate type under Rate Benefit Threshold.
- The loan is not in the blackout period following the closing date set in the Months After Loan Closure field.
- The time since the last rate alert for this loan is above the value set in the Days Between Alerts field.