

ARM Expiration Journey

As a part of your company's marketing strategy, it's important to be proactive in your approach and touch base with consumers 3-6 months before their ARM could expire. See below for best practices on how to set up an ARM expiration Journey:

Best Practices for Journey Configuration:

Step 1: Choose your trigger

- We recommend using the "On Loan Date" Journey Trigger

Step 2: Set event parameters

- When should this trigger happen?
→ *Every time this event happens, system wide*
- Loan Date?
→ *Loan Arm Expiration Date*
- Shift
→ *180 days before (or whatever time frame you desire)*

Step 3: Save event settings

Step 4: Add in email content

- Here are some ideas:
 - *Let the borrower know their mortgage is under management*
 - *Encourage the borrower to schedule time with the loan officer to discuss the best next steps for their mortgage*

Step 4: Add in a task for the LO to reach out or accompany the Journey with a Focused View

The screenshot shows the 'Event Settings' configuration window. At the top, there is a close button (X) and a dropdown menu set to '\$ On Loan Date'. Below this, there are fields for 'Name' (set to 'On Loan Date') and 'Description'. The 'Occurrence Limit' section states 'This event may occur once per loan.' with an 'Edit' link. The 'Event Parameters' section includes a dropdown for 'When Should This Trigger Happen?' set to 'Every time this event happens, system wide', a dropdown for 'Loan Date' set to 'Loan Arm Expiration Date', a checked 'Shift' checkbox, a numeric input set to '180' with minus and plus buttons, a 'Days' label, and a dropdown set to 'Before'. There is also an unchecked 'Yearly Recurring' checkbox and a 'Done' button at the bottom right.