



Optimal Blue for Rate Flyers

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Introduction

Optimal Blue is a mortgage product, pricing, and eligibility (PPE) engine. PPEs allow mortgage loan originators to search for offers based on various loan scenarios. The search can include property information, borrower information, loan scenario, and other search criteria.

Total Expert integrates with Optimal Blue to create open house rate flyers. These flyers combine MLS data and rate and pricing information unique to a specific property.

Compared with an earlier integration with Optimal Blue, the current implementation allows you to see and edit all search criteria and responds with all eligible loan products, allowing you to choose the ones you want to feature on your flyer.

Administrators can set up default sets of loan parameters that end users can select when building a flyer to avoid entering each parameter for common searches.

Creating a Rate Flyer (End User)

To build a rate flyer with data from the new Optimal Blue integration:

1. Navigate to **Print Marketing → Create New**.
2. Locate a rate flyer and select **Actions → Select**.

Note

The rate flyer must have been built to use Optimal Blue.

3. (optional) In the Select Media Options section, select a co-marketing partner to feature on the flyer from the **Co-marketing Partner Profile** drop-down list.
4. In the Search for a Listing to Market section, use the available search options to search property listings.
5. On the right side of the page, locate the desired property and click the **Select** button.
6. In the Pricing Options section, select 1 of the following options:
 - a. **Customize Pricing Options** – This brings you to the search page.
 - b. **Use My Saved Search** – This skips the search page, runs the search with your saved attributes, and brings you directly to the search results page. (This option is selectable only if you have a saved search.) If you use this option, click the **Search Loan Products** button and skip to step 10 below. (The saved fields are automatically populated, and the search runs immediately.)
7. Click the **Search Loan Products** button.



Step 3: Pricing Options

☒ Customize Pricing Options

☐ Use My Saved Search

Search Loan Products

8. The Search Loan Products box has 3 sections: Property, Borrower, and Loan Products. A user can include multiple loan product criteria in one search; the Property and Borrower information will be applied to each loan product search.
- Property – This data is typically pulled from the MLS listing and should not need to be entered or changed. Click > **Show More Options** to expand the section so all fields are visible.
 - Address (text; cannot be modified on an MLS flyer)
 - Property Type (drop-down list)
 - Property Use (drop-down list)
 - Property Price (dollar amount. Pulled from MLS and not editable on MLS flyers)
 - Appraised Price (dollar amount)
 - Taxes (dollar amount. Pulled from MLS and not editable on MLS flyers)
 - Number of Stories (integer)
 - Number of Units (integer)

The information in these fields will be used with each search.

Note

Optimal Blue does not have a multi-family property type. This should appear from the MLS as the Single Family property type with an incremented number of units (for example, the Number of Units for a duplex would be 2).

Property 12368 James Road, Minnetonka, MN 55343			
Property Type *	Property Use *	Property Price *	Appraised Price *
Single Family	Primary Residence	\$ 749,900	\$ 749,900
Show Fewer Options			
Taxes	Number of Stories *	Number of Units *	
\$ 7,427	1	1	

- Borrower – These fields are typically populated with defaults entered by your organization's administrator on the Pricing Engine Defaults page (see Setting Pricing Engine Defaults (Administrator) below). The administrator can determine whether these fields are editable by a user building a flyer. Click > **Show More Options** to expand the section so all fields are visible.
 - Debt-to-Income Ratio (%)
 - FICO Score (integer)
 - First Time Home Buyer? (Y/N)
 - Months Reserves (integer)
 - Waive Escrows? (Y/N)



- vi. Self Employed? (Y/N)
- vii. Desired Lock Period (integer)

The information in these fields will be used with each search.

Note

Desired Lock Period is technically a Loan Product attribute, not a Borrower attribute. However, this field is located in the Borrower section to account for how TE's rate flyer disclaimers are built. The disclaimers can only support a single lock period per flyer. Nesting the field under Loan Products would allow users to use multiple lock periods in a given search, thereby making the disclaimers incorrect.

- c. Loan Products – These fields are typically populated with defaults entered by your organization's administrator on the Pricing Engine Defaults page (see Setting Pricing Engine Defaults below). The administrator can determine whether these fields are editable by the user. Click **> Show More Options** to expand the section so all fields are visible.

Note

The fields in this section are repeated for each loan product you select. Each is followed by a number to clarify which product search it belongs to. For example, you can make the same kind of selection in Loan Product 1 and Loan Product 2, but they apply to separate product searches.

- i. Loan Product (drop-down list)
 - If your administrator has not created any defaults, the only option is **Create custom loan product**. Select this option to display the loan product attributes and fill them out manually.
 - If your administrator has created default loan products, they also appear in this drop-down list. Click the loan product you want to use in your search; the configured information is filled in for you.

- ii. Loan Type (drop-down list)
- iii. Loan Term (drop-down list)
- iv. Amortization Type (drop-down list)



- v. ARM Fixed Term (drop-down list)
 - This option only appears if you selected ARM as the Amortization Type.
- vi. Down Payment
 - dollar value (dollar amount)
 - percent of sales price (%)
 - Adjusting these values also adjusts the Loan Amount value accordingly.
- vii. Loan Amount (dollar amount)
 - Adjusting this value also adjusts the Down Payment values accordingly.
- viii. Flyer Display Name (text box)
 - This is the loan product name that will appear on your final flyer.
- ix. Interest Only? (Y/N)
- x. Desired Price (%)
 - Enter a value directly or click the – and + buttons to increment the current value in steps of 0.125.
 - You cannot increment past the maximum and minimum values set by the administrator (the applicable button is grayed out when the limit is reached). If you attempt to enter a value outside the allowed range, it is shown with strikethrough formatting (like ~~this~~) and will be set to the nearest value in the allowed range when you click outside the box.
- xi. Automated Underwriting System (drop-down list) – Options are DU, LP, Not Specified, Investor AUS, and Manual Traditional. If you do not choose an option, Not Specified will be used.

Note

The number of loan products you can add in this section is limited by the number of loan products that can be displayed on the selected rate flyer template. For example, if the rate flyer template you chose can accommodate 3 loan products, then you can only configure 3 loan products in the Loan Products section. The template limit is displayed for you next to the Loan Products heading.

- xii. Make this my default search for this template (checkbox)
 - Having this option checked when you search rates stores the current values in the Borrower and Loan Products sections. The values saved apply only to the rate flyer template you are building; they do not carry over into other rate flyer templates.



- Saving your search enables the Use My Saved Search radio button on the property selection page (step 6 above).
- To edit your saved values, simply change the values you want to change, check the **Make this my default search for this template** box again, and click **Search Rates**.

☐ Make this my default search for this template

9. Click the **Search Rates** button.
10. On the Search Loan Products results screen, an expandable section appears for each loan product you filled out in the Loan Products section.
 - a. Click each section name to expand or collapse it.
 - i. If the search found products that match your parameters, they are shown in a table.
 - ii. If no products were found, a message appears alerting you of this. You will need to click the **Back to Search** button at the bottom of the page and try again with different parameters.
 - iii. Each column in the table is sortable.
 - b. For each product search, click the radio button (in the leftmost column of the table) associated with the product you want to include on your flyer. The rate flyer will be built using the information from these results and what you entered in the Loan Products section.

1 Select Loan Product 1

	Product Name
<input checked="" type="radio"/>	NMSI, Inc. - Wholesale - HomeReady 30 Yr Fixed
<input type="radio"/>	NMSI, Inc. - Wholesale - Home Possible 30 Yr Fixed

Note

The selected search result is summarized in the header row for the section. This is still shown even if you collapse the section.

1 Select Loan Product 1	Investor NMSI, Inc. - Wholesale -	Rate 8	Price 100.038	APR 8	Total Payment 4225.9	Edit >
2 Select Loan Product 2	Investor Citibank, N.A. Correspondent -	Rate 7.5	Price 95.39	APR 8.279	Total Payment 5005.17	Edit >
3 Select Loan Product 3	Investor U.S. Bank National Association - Correspondent -	Rate 7.75	Price 99.795	APR 8.322	Total Payment 3882.53	Edit >

Warning

Ensure that you have entered everything correctly and selected an option in each section before proceeding. Once you click the Confirm and Create Flyer button, you will not be able to go back and modify anything.



11. Click the **Confirm and Create Flyer** at the bottom of the Search Loan Products screen.
12. The flyer is built with the information from the selected products (this may take a moment). Once it has been built, you can edit any of the fields on the flyer as you would when building any print flyer.
13. Complete the process of creating the flyer as you would with any other print piece, including any required approvals.

Setting Pricing Engine Defaults (Administrator)

The Pricing Engine Defaults page will only appear for users with access to the Organization Admin section of the navigation menu.

Values entered in the fields on this page are displayed in the corresponding fields on the Search Loan Products page by default. Leaving these fields blank will not remove them from the Search Loan Products page; this just means that no value will appear in those fields by default.

To configure the Pricing Engine Defaults page:

1. Navigate to **Organization Admin → Pricing Engine Defaults**.
2. The page is split into 3 sections:
 - a. Default Borrower Information
 - i. **Value** – The values you enter here are displayed in the corresponding fields on the Search Loan Products page.
 - ii. **Editable?** (checkbox) – If you want users to be able to search only using your default value for a field, leave this box unchecked for that field. The default values are shown to the user building the flyer, but they are not editable. If you want a default value to appear in a field but allow the user to edit the value if they choose, check this box for that field. The search will run with the value the user enters into the field. If they do not change the default value, the search will run with the default.

Default Borrower Information

Set default borrower information for pricing engine searches and select whether or not users can edit default values during rate flyer searches.

Field	Value	Editable?
Debt-to-Income Ratio	35	<input type="checkbox"/>
FICO Score	740	<input checked="" type="checkbox"/>
First Time Home Buyer	No	<input checked="" type="checkbox"/>
Months Reserves	12	<input checked="" type="checkbox"/>
Waive Escrows	No	<input checked="" type="checkbox"/>
Self Employed	No	<input checked="" type="checkbox"/>
Desired Lock Period	45	<input checked="" type="checkbox"/>

Custom Loan Products

Users can create custom loan products:

You must have at least one default loan product to change this setting.

☒ Yes ☐ No

Desired Price Default

Desired Price Minimum

Desired Price Maximum

100

100

100

Note: these settings only apply when users are creating custom loan products.

Default Loan Products

Configure default loan products that will be available to users when creating rate flyers.

[Add Default Loan Product](#)

Affordable Conventional 30	Edit Delete
Conforming 10 Year Fixed	Edit Delete
Conforming 15 Year Fixed	Edit Delete

b. Custom Loan Products



- i. **Users can create custom loan products** – If you want users to have the option of using the default loan products you create or configuring their own loan products when building a rate flyer, select the **Yes** option. If you want to limit users to running searches only with the default loan products you create, then select the **No** option. You can only select No after you have created at least 1 default loan product.
- ii. **Desired Price Default** – The value you enter here will appear in the Desired Price field when a user loads the Search Loan Products page.
- iii. **Desired Price Minimum** – A user will not be able to set a value lower than this in the Desired Price field on the Search Loan Products page.
- iv. **Desired Price Maximum** – A user will not be able to set a value higher than this in the Desired Price field on the Search Loan Products page.

Tip

If you do not want the default Desired Price field to be editable on the Search Loan Products page, set the default, minimum, and maximum to the same number.

c. Default Loan Products

- i. Click **+ Add Default Loan Product** to add a default loan product. In the slide-out panel, fill out the following information:
 - Menu Title (text box) – This is the name as it will appear in the Loan Product drop-down lists on the Search Loan Products page. It should be descriptive enough so users can differentiate among the loan products in the list.
 - Flyer Display Name (text box)
 - Loan Type (drop-down list)
 - Loan Term (drop-down list)
 - Amortization Type (drop-down list)
 - ARM Fixed Term (drop-down list) – This option only appears if you selected ARM as the Amortization Type.
 - Desired Price Default (Number)
 - Desired Price Minimum (Number)
 - Desired Price Maximum (Number)
 - Interest Only (Y/N)
 - Automated Underwriting System (drop-down list)
 - Custom Fields – (optional) Click **+ Add Custom Field** to create custom field value pairs for this default loan product. Enter text for the Field Name and Field Value for each custom field you add.
 - This information is not shown in the Search Loan Products page, but it is passed through when the flyer is created.
 - Click the **Add** button.



Menu Title

Conforming 10 Year Fixed

Flyer Display Name

Conforming 10 Year Fixed

Loan Type

Conforming

Loan Term

10 years

Amortization Type

Fixed

Desired Price Default

100

Desired Price Minimum

100

Desired Price Maximum

100

Interest Only?

☒ No ☐ Yes

Custom Fields

CustomList2

592

Delete

+ Add Custom Field

Note

You cannot set default values for Loan Amount, Down Payment amount, or Down Payment %, because they are calculated values and depend on the value of the property the user selects.

- ii. To add another default loan product, click **+ Add Default Loan Product** and fill out the form again.
 - iii. Click **Edit** next to a default loan product to change its saved values. The same form appears as when adding a loan product with the saved values populated. Make your changes and click the **Confirm** button.
 - iv. Click **Delete** next to a default loan product to delete it from the list. Click the **Delete** button in the confirmation box to complete the action.
 - v. Drag and drop default loan products into your preferred order. The order they appear on this page is the order in which they are listed in the Loan Product drop-down list on the Search Loan Products page.
3. Click **Save** in the upper-right corner of the page to save your defaults. Click the **Save** button in the confirmation box to complete the action.

Warning

Changing your default values after they have been set up can have downstream impacts. The new default values may conflict with users' saved search values. When this happens, those users lose their saved searches and must re-save them the next time they build a rate flyer.