

Technology at Point of Sale—Your Brand

How-To & Lessons Learned

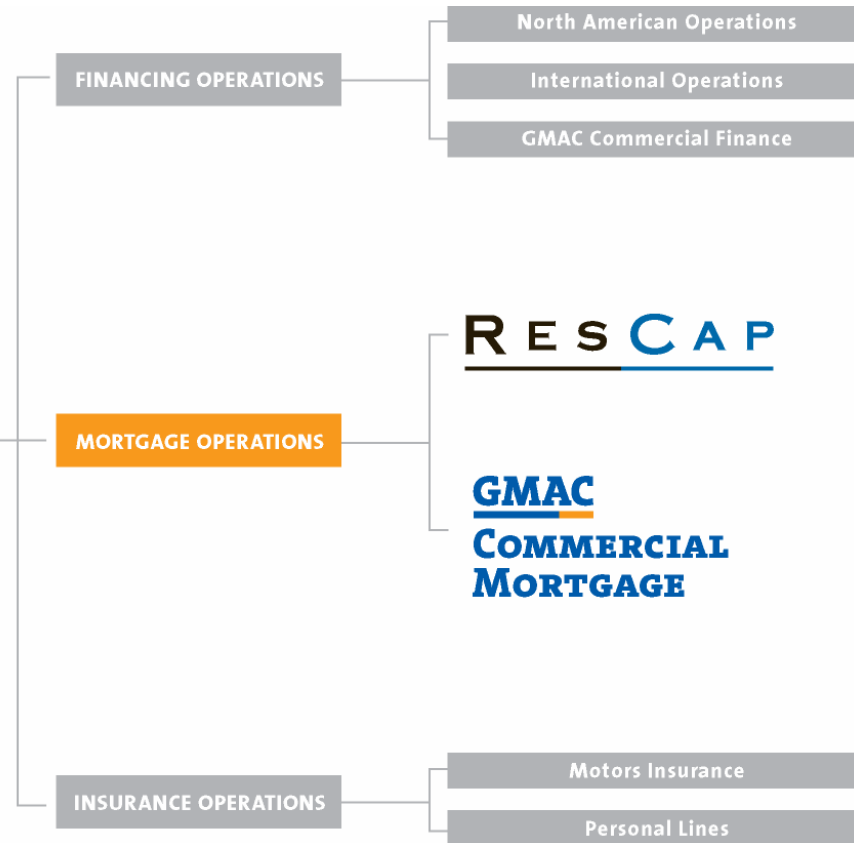


*MBA Residential Loan
Production Conference*

GMAC RFC

A Member of the GMAC Family

GMAC
FINANCIAL
SERVICES



A Leader in Real Estate Finance

R E S C A P

GMAC RFC

- Originate and purchase mortgage loans through multiple channels
- Warehouse lending
- Issue mortgage-backed securities
- Master, primary and special loan servicing
- Financing and equity capital to residential developers and homebuilders
- Working capital financing to timeshare resort developers and healthcare enterprises
- International operations focused on residential real estate finance

GMAC RESIDENTIAL

- Originate mortgage loans through multiple channels
- Primary and special loan servicing for ourselves and others
- Real estate brokerage, relocation and closing services
- Limited banking services through savings bank

Private Branding—Why?

- Brand identity
 - It has financial value
- Brokers control:
 - Credit relationships & billing
 - What/when of decisioning
- Brokers become tech savvy
 - AEs focus on problem deals & track usage

Private Branding—Why?

- Time and money savings
 - Reduced time to close
- Evaluation and price on one form

Case Study—Homecomings Financial

- **Datelines to Success:**
 - 2000: Released Assetwise DirectSM internally
 - 2001: Released Assetwise Direct to brokers
 - 2002: Increased production 300%
 - Increased overhead by 10% to accommodate production increase
 - Reduce broker count to “adopters only”
 - 2006: >95% production through Assetwise Direct

Case Study—Keys to Success

- AEs as Assetwise “experts”
 - Measure success
- ePartner Program
- Adopters only

Case Study—Correspondent Clients

- Increased pull-through
 - 40% increase in first 6 months
- Cost savings
 - “Since June 2004, the average PBA loan closes 3 days sooner than other manually underwritten products. Estimates indicate that we save \$290 per PBA loan. We expect that savings to rise as we transition all our brokers to its use.”

Case Study—Keys to Success

- Strong ownership of initiative
 - Advocates wanted
- Marketing tools:
 - GMAC Residential Funding templates:
 - Three unique campaigns
 - Sell sheet, postcard, email, blast fax, PowerPoint
 - Product At-A-Glances personalized with brand
 - On-site training for launch

Case Study—Keys to Success

- **Incentives**
 - Trips for AEs who sign up the most brokers
 - Reward for most loan purchases run through the system
 - Other rewards

Pitfalls

- No owner
 - Business sponsorship/ownership a must for success
 - Advocates
- No strong buy-in at the production level
 - AEs make/break success
- Little or no internal training
 - Frequent and consistent

Pitfalls (continued)

- Too much, too soon
 - Gradual rollout best
- Incompatible internal/external systems
 - Systems that work: Private-Branded Assetwise at POS; Del Mar DataTrac[®] internally

Summary

- Champion the effort
- Treasure your brand, work to support/defend it
- Bring your AEs on board
 - Input
 - Training
 - Incentives
 - Much of the rollout effort takes place here
- Make it easy for your customers
 - Templates and other marketing materials
- Measure success