

## Real Estate Connection Lender Service Level Agreement



- **Hyper-Local Agents** - Upon order receipt, Real Estate Connection (REC) will contact several "Hyper-Local" Real Estate Agents in your buyer's market area to interview for your buyer. REC believes local expertise is needed to ensure the best experience for your buyer and highest conversion percentage. Our Hyper-Local Agents have been vetted by REC Assignment Desk and ensure the buyer has proper representation in the local market area.
- **Fast Assignment** - Within 6 business hours of order receipt, you will be connected with the selected Hyper-Local Agent. All contact information will be shared between the Loan Officer, Real Estate Agent, and buyer. Fast assignments are key to a successful connection and will oftentimes be done sooner than 6 hours; however, please keep in mind there will be some level of variance due to limited availability in certain rural areas or unique property types.
- **REC Referral Protection** - Real Estate Connection uses a National Association of Realtors approved referral form which contains a comprehensive agreement that the assigned Real Estate Agent and brokerage will not recommend, refer, share with, or discuss any of your client contact information to another lending institution. The Agent will immediately notify us if the buyer indicates they are interested in proceeding with another lender. If there is any suspicion of the Agent not following the agreement, we have an internal system to ensure they won't be assigned any clients moving forward.
- **Buyer Property Search Profile** - A comprehensive buyer property search profile will be sent to your buyer via email in real-time upon order placement. This buyer profile will be used by our team and the agent to communicate the desired property details and wishlist to all parties. When everyone understands the buyer's wants and needs the level of buyer satisfaction, conversion, and repeat business increase.



- **Concierge Service Follow-Up** - Our goal is to help facilitate a closed transaction. Follow up with all parties is critical towards making sure everyone is on the same page and moving forward. 48 hours after assignment, REC will follow-up with the agent to ensure contact has been made with your buyer and the search process has begun. We will continue to follow up with all parties throughout the process, at periodic intervals, via phone and email to ensure forward progress.
- **Education-Based Drip Campaign** - REC has a comprehensive buyer drip campaign that starts with the property search profile and continues until the final move into the house. All drip campaigns are designed to educate your buyers on the fundamentals of the loan process (don't open up new debt, save as much as possible, etc) and provide basic understanding and education on new homeownership concepts.
- **Constant Status Notifications** - Communication and keeping everyone informed at every stage of the process is crucial to a good experience. Status notifications include but are not limited to:
  - Order Receipt - Confirmation of order receipt.
  - Order Assignment - Confirmation of order assigned to Realtor.
  - Offer Placed on Home - Offer placed on the home.
  - Under Contract - Property under contract.
  - Appraisal Completed - Appraisal completed.
  - Closing Date Set - Closing date set.
  - Delayed by Buyer - Any delays communicated.
- **Nationwide Title Services** - Real Estate Connection has partnered with CLA Title and Escrow, a nationwide title company, who can offer local title and settlement services for your buyers. Through our relationship with CLA Title, we are able to offer the "CLA Title Guarantee." CLA Title Guarantees ensures a flawless experience and guarantees it's closing fees against any other title company, which helps keep your buyer's costs low.

## **Real Estate Connection**

America's Real Estate Connection

[www.RealConnectUSA.com](http://www.RealConnectUSA.com)

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**Questions?** Please reach out to us at [sales@realconnectusa.com](mailto:sales@realconnectusa.com)