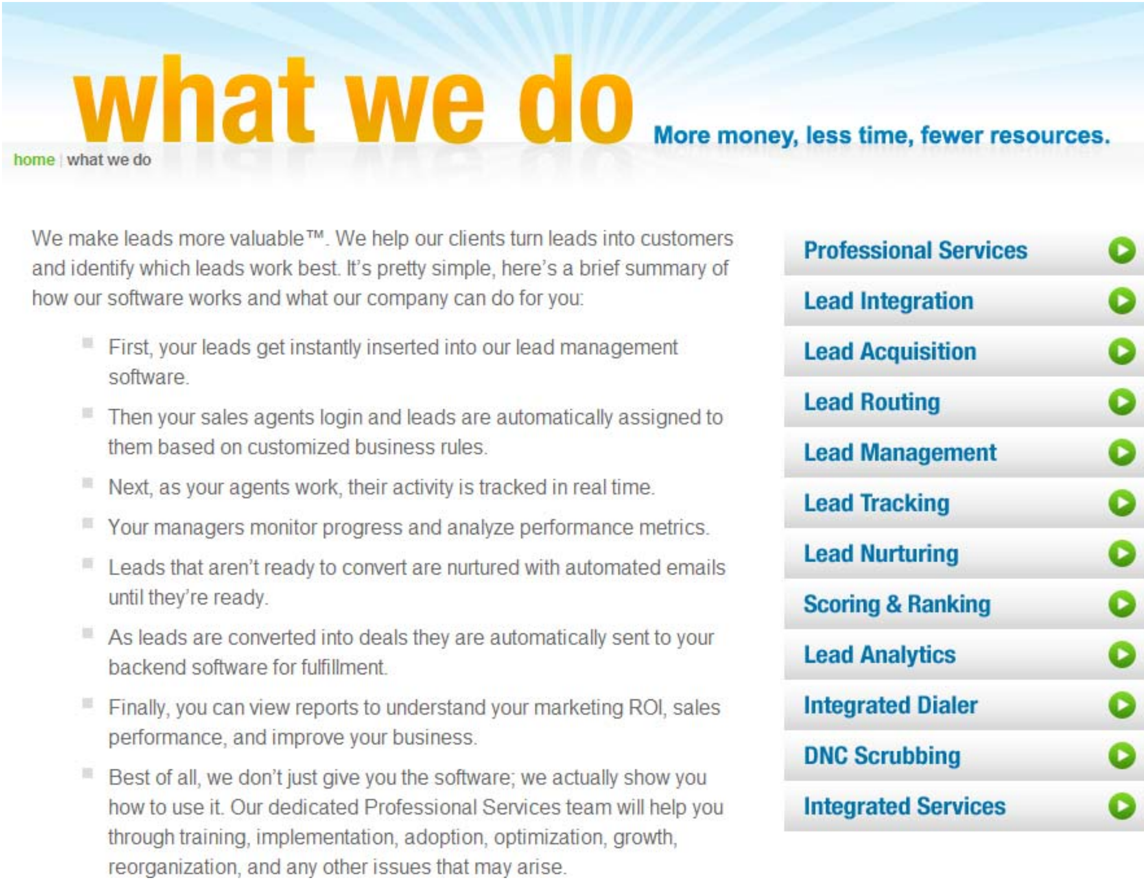
NYLX / Leads360 Integration Overview

The NYLX / Leads360 integration was developed to offer our clients the value add of having a seamless integration from their CRM to the NYLX.

This integration allows a user to take a lead file from Leads360 and transfer it into the NYLX for running eligibility and pricing, and have that information updated back into Leads360 to utilize along with the other features of their CRM.

Features of Leads360:



what we do

More money, less time, fewer resources.

home | what we do

We make leads more valuable™. We help our clients turn leads into customers and identify which leads work best. It's pretty simple, here's a brief summary of how our software works and what our company can do for you:

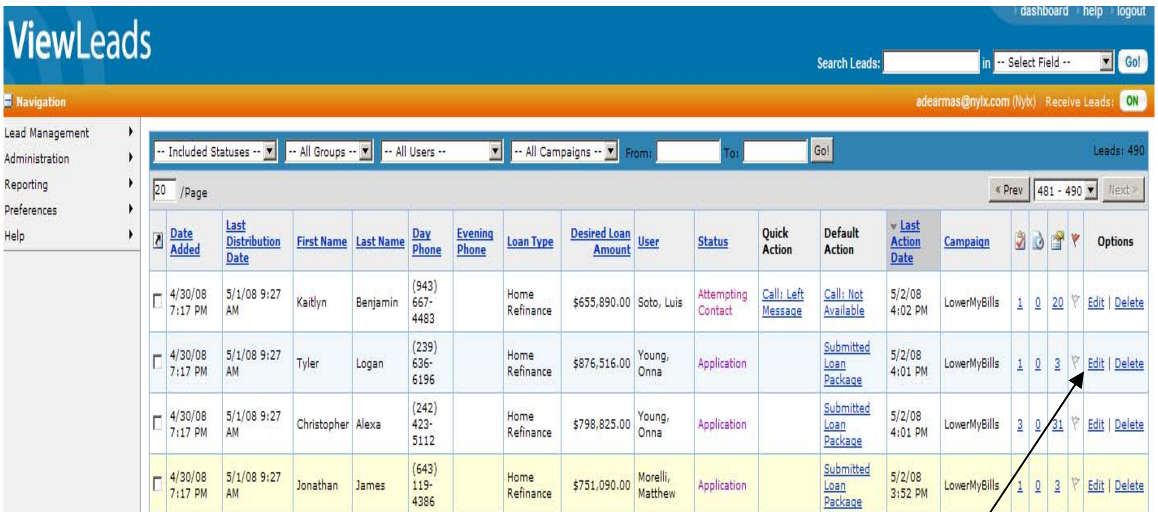
- First, your leads get instantly inserted into our lead management software.
- Then your sales agents login and leads are automatically assigned to them based on customized business rules.
- Next, as your agents work, their activity is tracked in real time.
- Your managers monitor progress and analyze performance metrics.
- Leads that aren't ready to convert are nurtured with automated emails until they're ready.
- As leads are converted into deals they are automatically sent to your backend software for fulfillment.
- Finally, you can view reports to understand your marketing ROI, sales performance, and improve your business.
- Best of all, we don't just give you the software; we actually show you how to use it. Our dedicated Professional Services team will help you through training, implementation, adoption, optimization, growth, reorganization, and any other issues that may arise.

Professional Services
Lead Integration
Lead Acquisition
Lead Routing
Lead Management
Lead Tracking
Lead Nurturing
Scoring & Ranking
Lead Analytics
Integrated Dialer
DNC Scrubbing
Integrated Services

How does a user get into NYLX from Leads360?

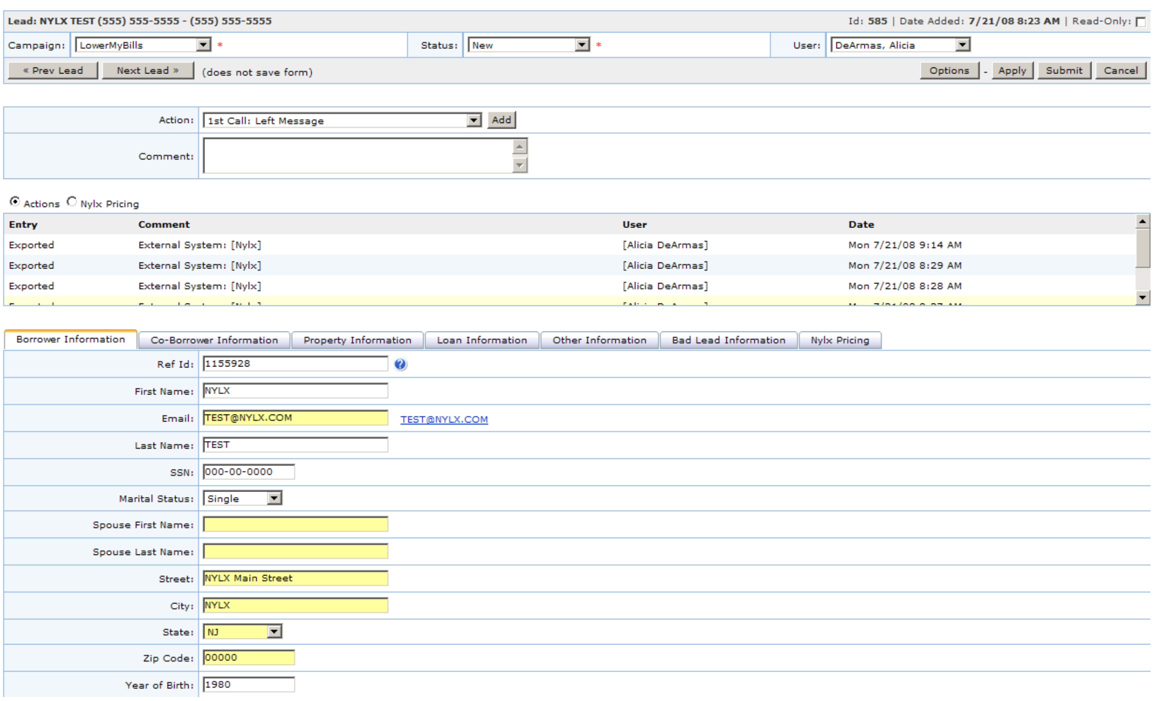
The integration begins and ends inside of Leads360 – a file cannot be originated in the NYLX.

The originator begins with the Lead File in Leads360:

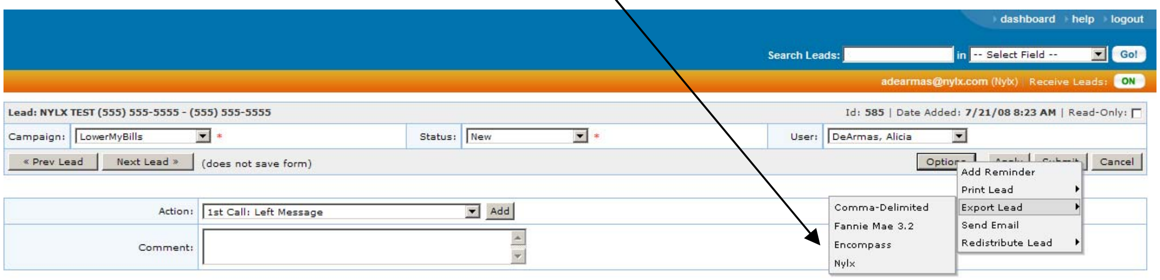


Then opens one Lead file by clicking the "EDIT" tab on the right side of screen.

This opens the individual Lead file with all the information either entered manually by the originator or imported from an external source through Leads360 services.



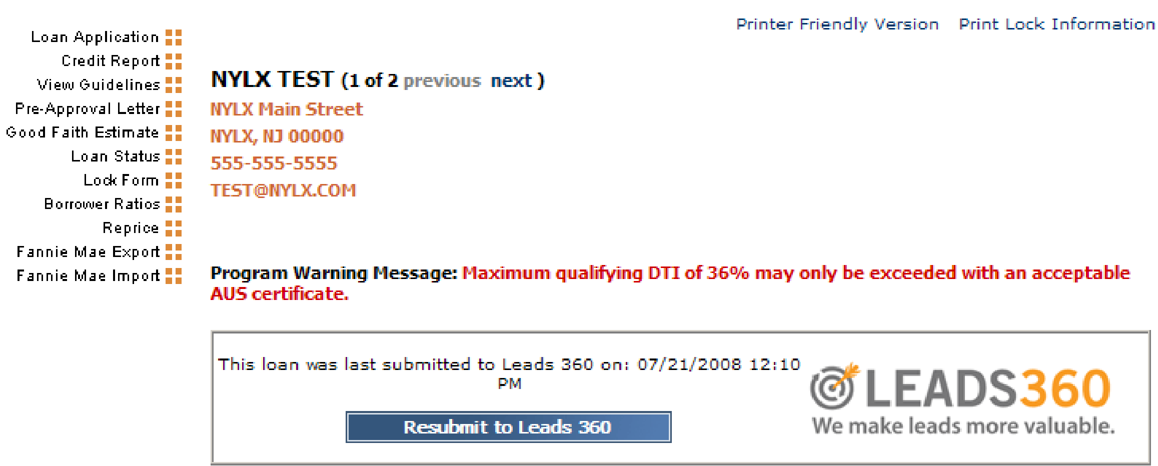
Once the file is opened, the originator can choose to "push" the file into the NYLX by clicking the "Options" button and then scrolling down to the Export Lead section and choosing the NYLX.



This will log the user directly into the NYLX (the user does not have to input their NYLX login information each time, this is setup when the account is first setup with the NYLX)

The file is then uploaded into the NYLX (note: if this is the first time the file is uploaded, it will "create" the loan in the NYLX, if it is after the file has been uploaded previously, it will update the existing file in the NYLX and not create a new file.)

The user follows the standard NYLX process for pricing loans until they are at the pricing details page.



Once on the pricing details page – the user can choose to Submit the loan data back to Leads360 (or Resubmit for loans that have been exported previously.)

Once the file is updated to Leads360 – the user can see the history of pricings by clicking on the “NYLX PRICING” tab.

Actions Nylx Pricing

Date	Lender	Loan Program	Lock Days	Price	Options
7/21/2008 9:51:17 AM	Countrywide	Countrywide - Conf 30 Yr Fixed Full Doc	30	101.1220	Add Pricing Data to Lead | Details
7/21/2008 9:16:06 AM	Wells Fargo	Wells Fargo - Conf 30 Yr Fixed Full Doc	30	102.9720	Add Pricing Data to Lead | Details
7/21/2008 8:36:04 AM	Astoria Federal Savings	Astoria Federal Savings - Portfolio 5/1 T-Bill ARM Full Doc	30	100.7500	Add Pricing Data to Lead | Details

The originator can choose which program/rate to assign to the file by clicking the “Add Pricing Data to Lead” link.

Each time the file is sent back to the NYLX for pricing, the new rates / programs are stored in Leads360 so that the originator can view a complete history of all quotes supplied to the potential borrower.

Changes in Leads360 are only updated to NYLX when/if the user follows the steps to re-export the file back to the NYLX from Leads360 and the clicks the Update Leads360 button from the Pricing Details page to send the information back into the Lead Manager system in Leads360.

For additional information please contact:

For additional information please contact:

Steve Koenigsberg	stevenk@nylx.com	973-668-4144
Alicia de Armas	adearmas@nylx.com	973-668-4191
Ryan McClintock	rmcclintock@leads360.com	310-256-2928