



Mortgage Fundamentals Graphing

Improving the customer experience by using graphs

Results from Mortgage Fundamentals®	Internet based service	Integration into your website
-------------------------------------	------------------------	-------------------------------

Description

We now have available a product focused calculator, thus enabling your branch based advisors and customers to actually 'see' the mortgage you are promoting. Visual aids are powerful, and we believe should form an important part of the decision process. Our graphing product will enable you to sell more effectively through an integral yet more transparent customer focused process.



Product Selection

Research suggests product selection greatly enhances the user experience

"...one of the most annoying forms of calculator requires shoppers to type in the interest rate...",
Source: Mortgage Finance Gazette, April 2007

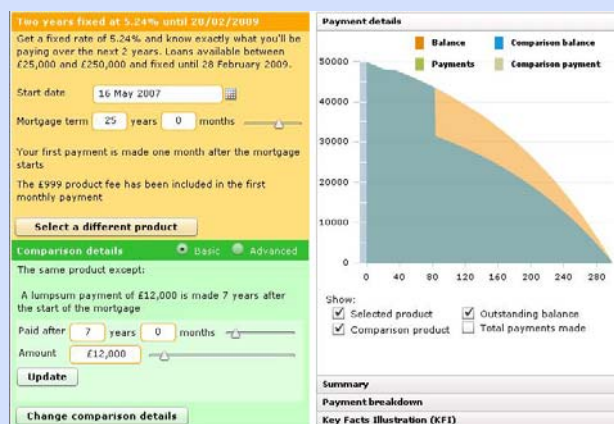
Accuracy

At the heart of our graphing tool is our Mortgage Fundamentals® calculation engine, this won Exasoft a Queens Award for Enterprise (Innovation) in 2006. Used extensively by banks, building societies and life assurance companies the technology speaks for itself.

Comparing products

Providing graphical feedback to a customer is a very powerful way of presenting information. The customer can quickly and easily see the differences based on a set of personal criteria ("life style" options) visually, rather than simply trawling through figures.

These "life style" options may include capital reductions, changes in term, set monthly payments and changing rates. This flexibility will help move companies into the future, provoking a greater level of thought and understanding on the part of the consumer, ultimately being more transparent.



"More transparent disclosure...", Source: FSA on regulation of mortgage advice

Mortgage Fundamentals Graphing

Using graphs to improve the customer experience

Life Style Options

A mortgage for the majority of the public is the largest single investment they will every make yet the level of understanding surrounding a mortgage is limited.

Singular comparative options - keeping it simple



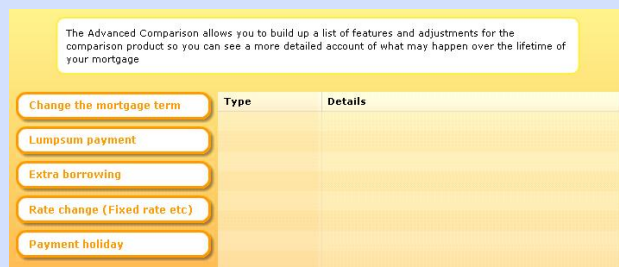
Throughout the life time of the mortgage the individual requirements and/or circumstances of the mortgagee will inevitably change, as will the underlying base rate.

Allowing a customer to include some of these will greatly improve their understanding as they can actually see the effect of these changes both figuratively and through the visual display (graph).

Multiple comparative options - more discerning consumer

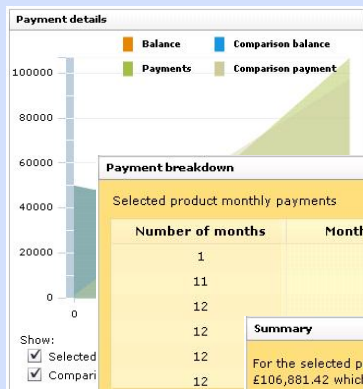
Comparing multiple options at the same time allows the consumer to include a multitude of scenarios that they consider important (e.g. year end bonus, can I afford payments over shorter term etc.)

The most important aspect of this is that the tool produces results based on **your** companies method of calculation, not an illustrative basis.



Variety of output

Graph - visually appealing (very powerful)



Something for a customer to look at and makes any differences very apparent

Payment breakdown - monthly payments (figures)

Details behind the graphics

Summary - comparing mortgages

Figures showing how the original mortgage compares to the mortgage including the 'life style' options

Other Features

Online KFI's (Key Fact Illustrations) are in development plus we can develop an interface to enable this calculator to be used for existing customers as well as new customers, thereby assisting with new sales and customer retention.