

Up Next:

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# Marketing & Technology

Candice McNaught

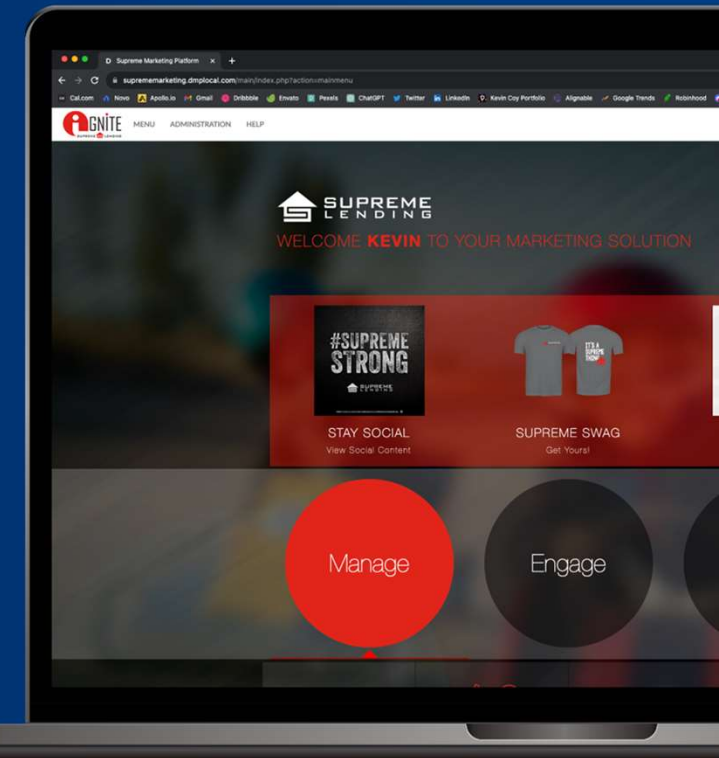
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# Marketing & Branding



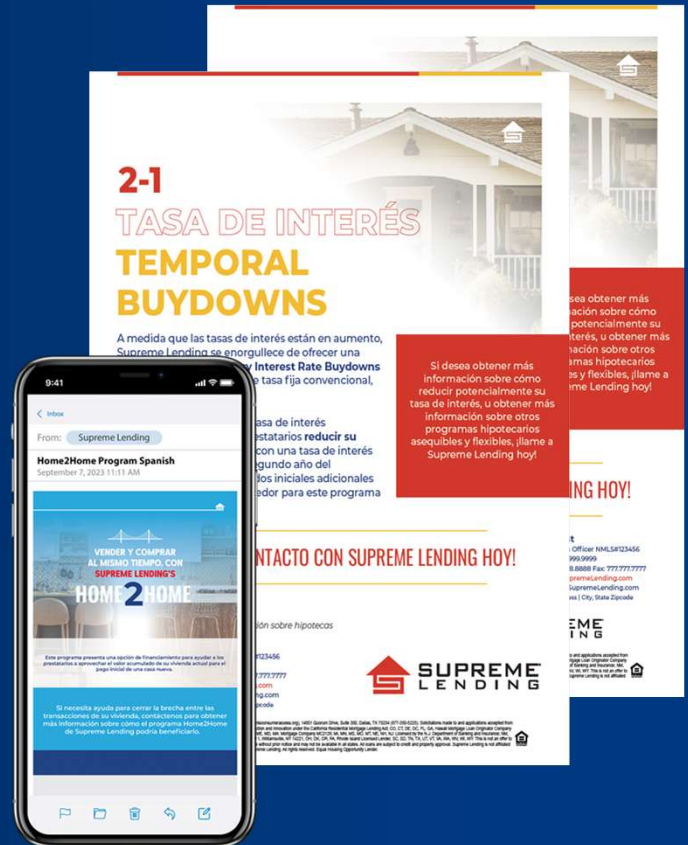
# What We Provide?

- ✓ On-Demand Marketing
- ✓ Custom Assets
- ✓ Personalized Event Marketing
- ✓ Custom Websites



# Dual-Language Marketing

- ✓ Enhanced Supreme Ignite
- ✓ CRM Expansion (Usherpa and Surefire)
- ✓ MySupreme App – Nexus Bilingual



# Customer Relationship Management

- ✓ LOS Integration
- ✓ Training
- ✓ Supreme Lending Store
- ✓ Launchpad
- ✓ Co-Marketing

surefire

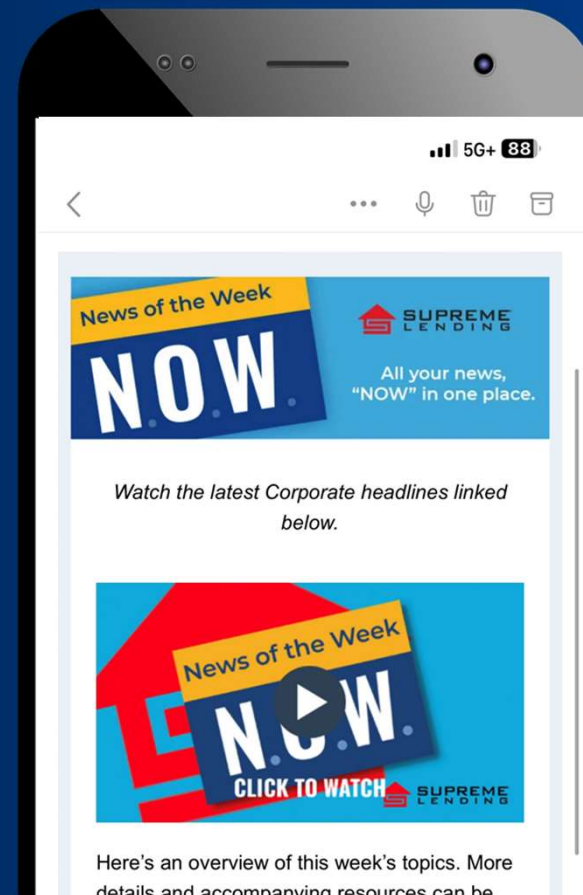
USHERPA®

The screenshot displays the Supreme Lending CRM dashboard. The top navigation bar includes the Supreme Lending logo, a dropdown menu for 'Supreme Lending', and the user's role 'Marketing Department Administrator'. A left-hand menu filter lists various sections: Dashboard, My Account, My Company, Contacts, Deals, Marketing, Calendar, Reports, CRM Settings, and Sales Settings. The main dashboard area, titled 'Classic Dashboard', features several key performance indicators (KPIs) in a grid layout:

- Tasks:** 25 pending
- Contacts:** 1,756
- Leads:** 0
- Deals:** 0 open deals
- Media Library:** (Icon)
- Deployments:** 0 this month
- Flyers:** (Icon)
- Rate Alerts:** 0 this month
- Calendar:** (Icon)

# Enhanced Communication

- ✓ Motivate Monday
- ✓ Wednesday Wins
- ✓ Supreme NOW



# Supreme Plays

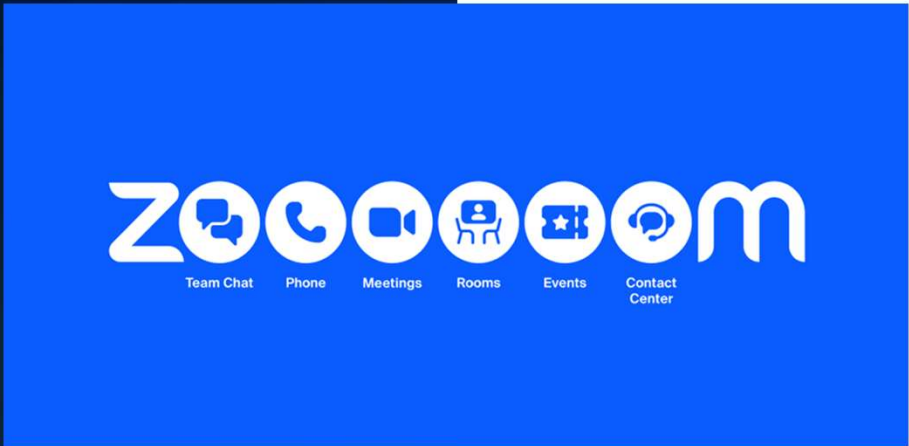


**STARTING**

● **LIVE  
MONTHLY  
SALES CALL**

**Oct.  
17th**





Zoom

Search Ctrl+F Home Team Chat Phone Meetings Contacts Apps Whiteboards Clips

History Voicemail Lines

All History

Enter a name or number...

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
*	0 +	#

Caller ID: (972) 640-3043

The image shows a screenshot of the Zoom desktop application interface. The top navigation bar includes icons for Home, Team Chat, Phone, Meetings, Contacts, Apps, Whiteboards, and Clips. The main content area is divided into sections for History, Voicemail, and Lines. A dial pad is visible on the right side, and the caller ID is shown at the bottom.

# ZoomPhone Benefits

- ✓ Greater Mobility
- ✓ Device Options
- ✓ Team Channels
- ✓ Text Features
- ✓ Video Chat

# Supreme Affinity

- Affinity = TPO (Third-Party Origination)
- They Can Guard Their Deposits
- Provide More Loan Options
- Close Loans Faster

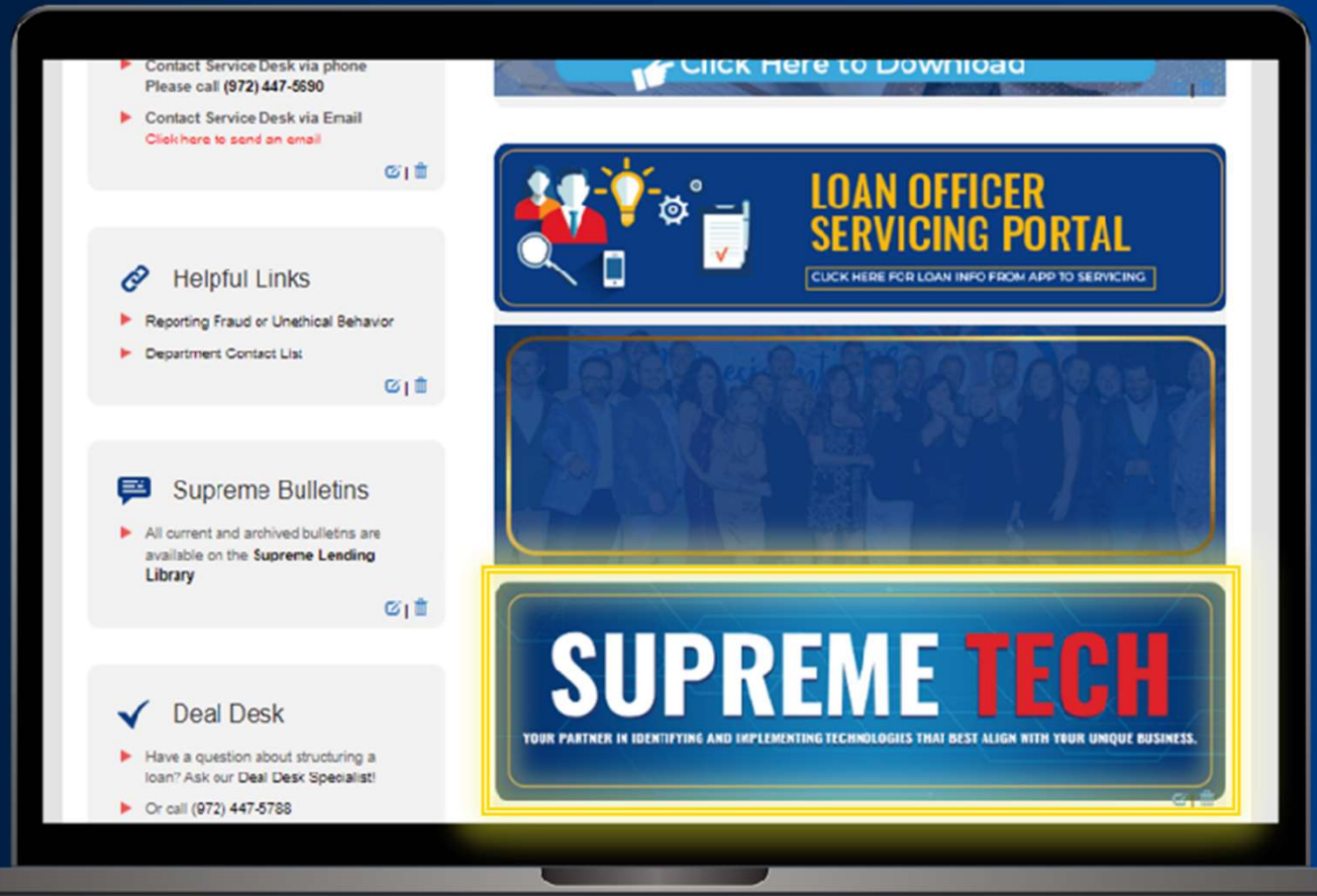
# Director of Sales Technology

Tracie Schmidt

# Goals and Objectives

- ✓ Mission
- ✓ Tech Tuesday
- ✓ Internal Chat/Forum

# TechHub



# TechHub

zoom

BombBomb™

USHERPA®

Calendly

surefire

Ice

ACCOUNTCHEK

xactus

snapdocs

Velocify™

MMI.IO

Finicity

MORTGAGECOACH®  
by trustengine

experience.com

Tji

ListReports®

homebot

MBS Highway®

# POS (Point of Sale) - My Supreme App

- ✓ MySupreme App
- ✓ Instant Access
- ✓ Account Check
- ✓ Moving to Xactus 360
- ✓ Nexus Bilingual
- ✓ LO & LOA Partnership
- ✓ Opt-Out Notification



# Customer Surveys

experience.com



## THE SUPREME EXPERIENCE

### experience.com

- Full Digital with Email & SMS
- 1 out of 10 Reviews include a Referral
- Google, Yelp, and Zillow Reviews
- Receive 6x more Google Reviews
- Improved Google Rank improves local Google searches
- Reviews are auto-posted across social media sites
- Customizable widget to share reviews
- Collects Leads
- \$20/Month

### Supreme Surveys

- High Capture Rate
- Free

A stage with red curtains and a spotlight shining on the text 'NEW Technology'. The spotlight is positioned in the upper left corner, casting a bright beam of light onto the text. The text is rendered in a bold, stylized font with a yellow-to-white gradient and a thick yellow outline. The word 'NEW' is in a blocky, outlined font, while 'Technology' is in a cursive, brush-stroke style font.

**NEW**  
*Technology*

# Elevate Your Social Presence with SocialCoach

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Presented by:



**SocialCoach**

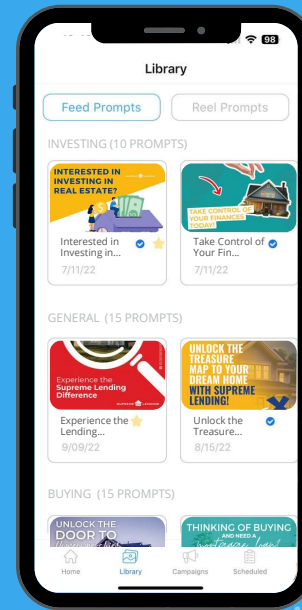
**Joe Wilson**  
CEO of SocialCoach

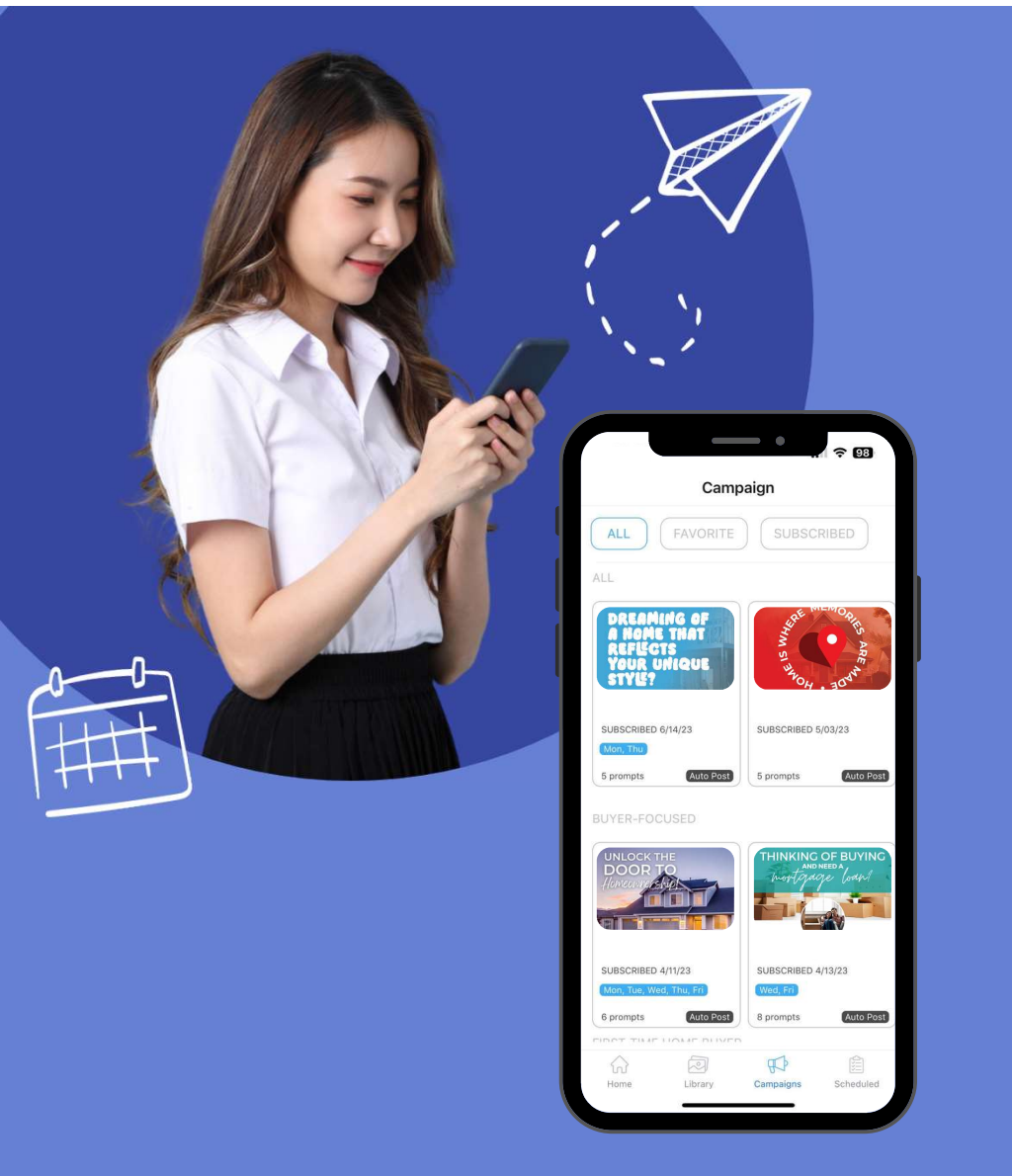


**Candice McNaught**  
SVP of Sales at  
Supreme Lending

# Access Supreme Content on the Go

- SocialCoach mobile app provides instant access to ready-to-post Supreme content
- Simplify content sharing across Facebook, Instagram, TikTok, LinkedIn, and Twitter



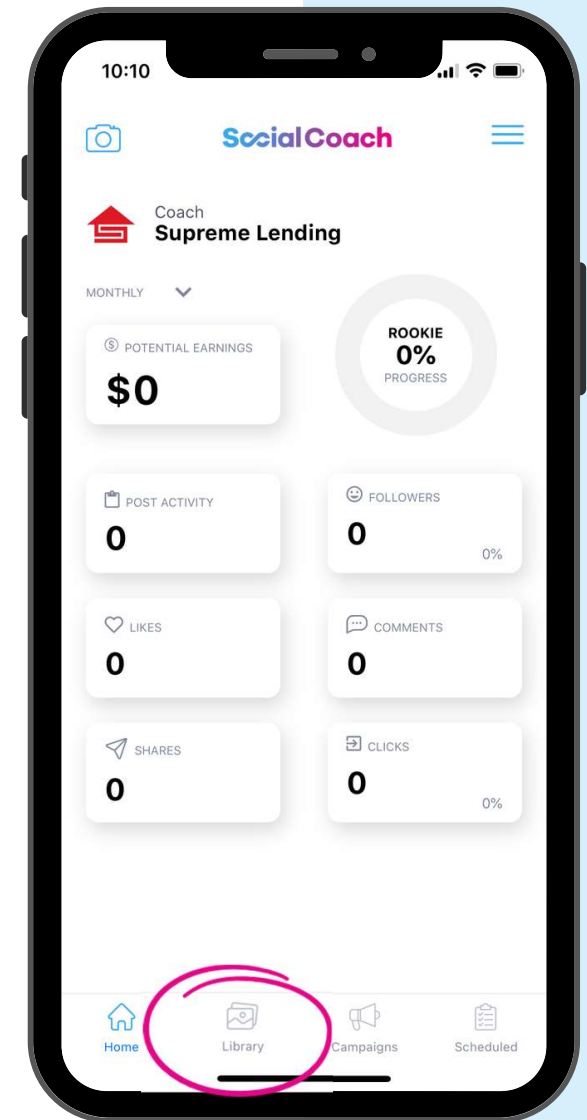


# Personalize and Automate Your Social Presence

- Customize Supreme content to reflect your unique style and message
- Subscribe to automated campaigns for effortless social media management
- Free up time for focusing on high-value tasks

## Posting From the Library

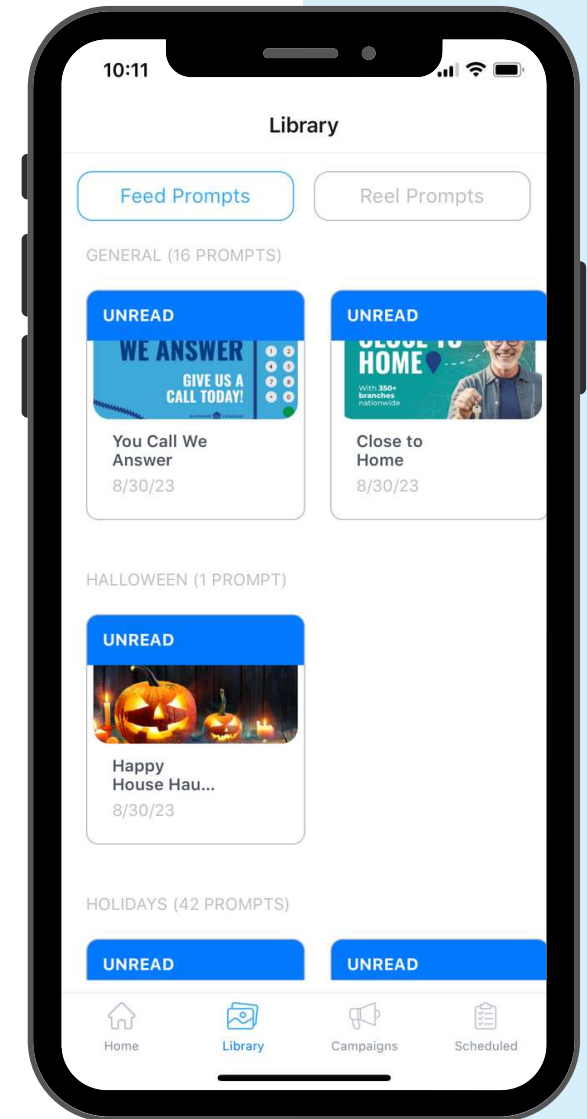
**01** Open the SocialCoach Mobile App and tap on the Library



## Posting From the Library

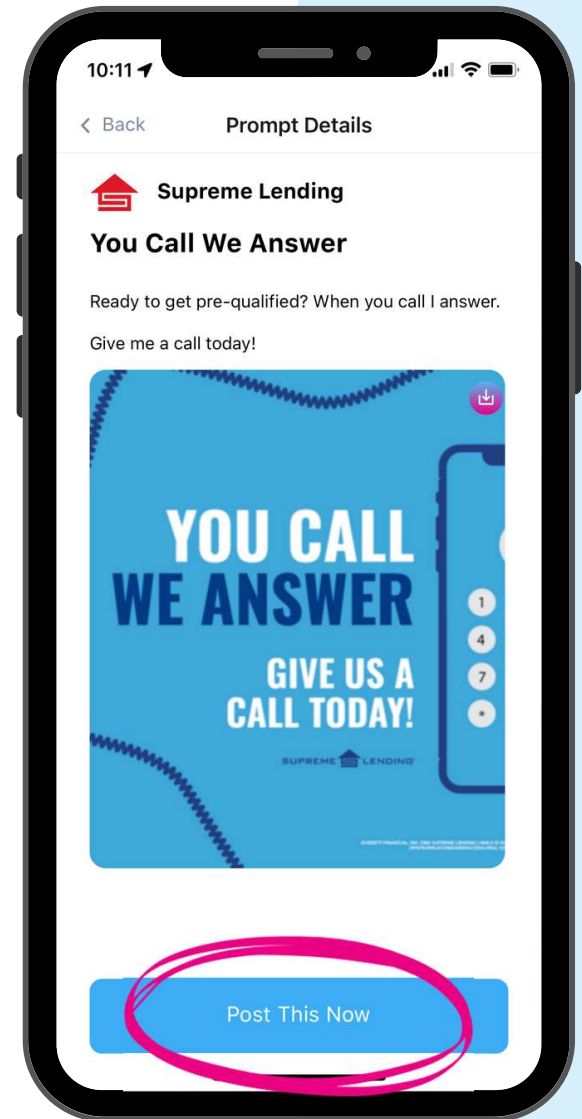
**01** Open the SocialCoach Mobile App and tap on the Library

**02** Tap on the Prompt you'd like to post



## Posting From the Library

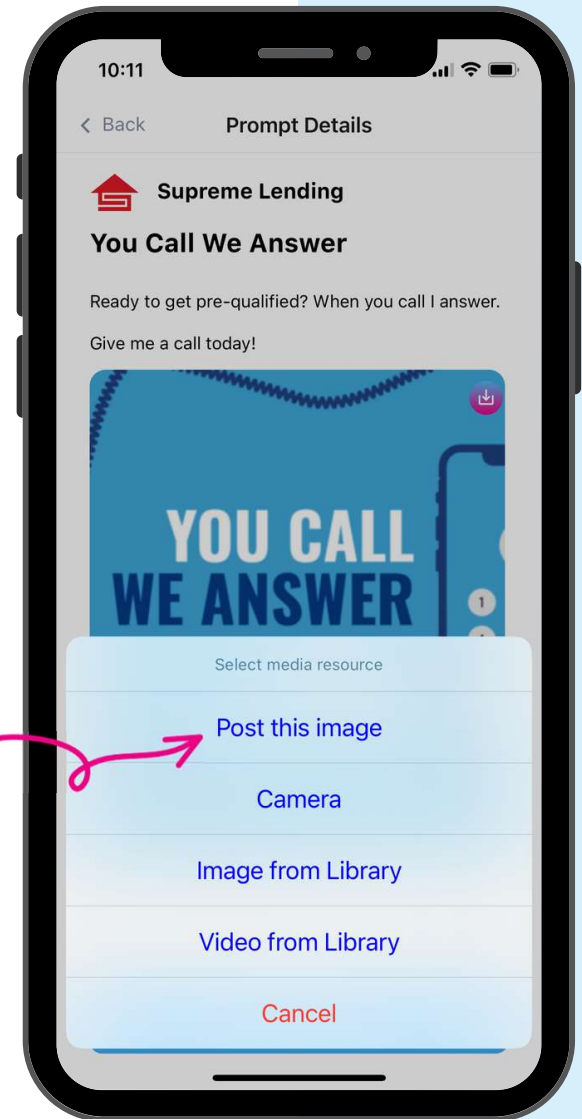
- 01** Open the SocialCoach Mobile App and tap on the Library
- 02** Tap on the Prompt you'd like to post
- 03** Tap the 'Post This Now' button





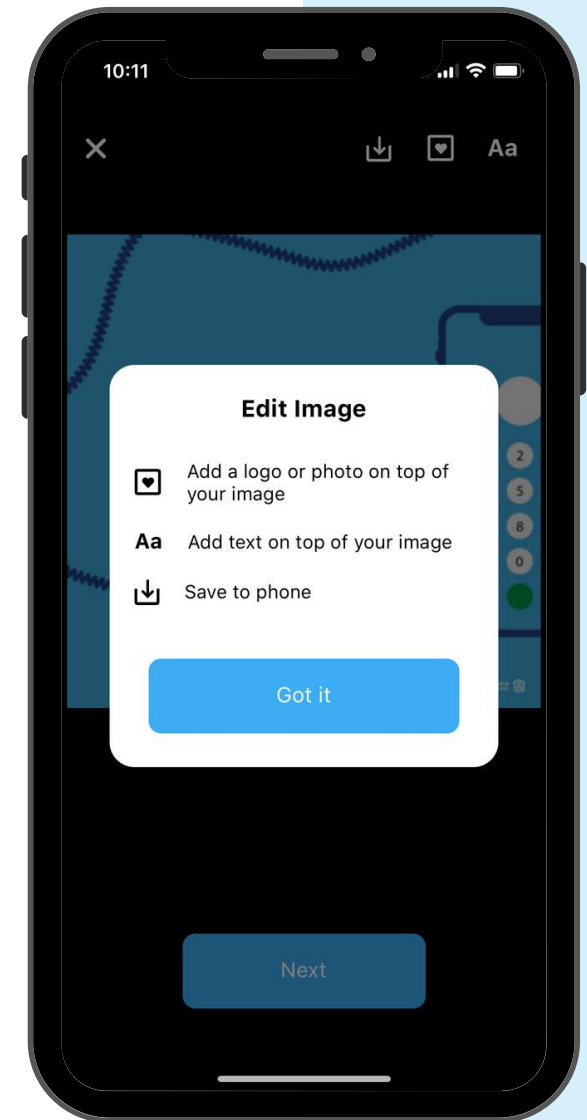
## Posting From the Library

- 01** Open the SocialCoach Mobile App and tap on the Library
- 02** Tap on the Prompt you'd like to post
- 03** Tap the 'Post This Now' button
- 04** Select the image you'd like to post, whether it be the one included in the prompt or something of your own



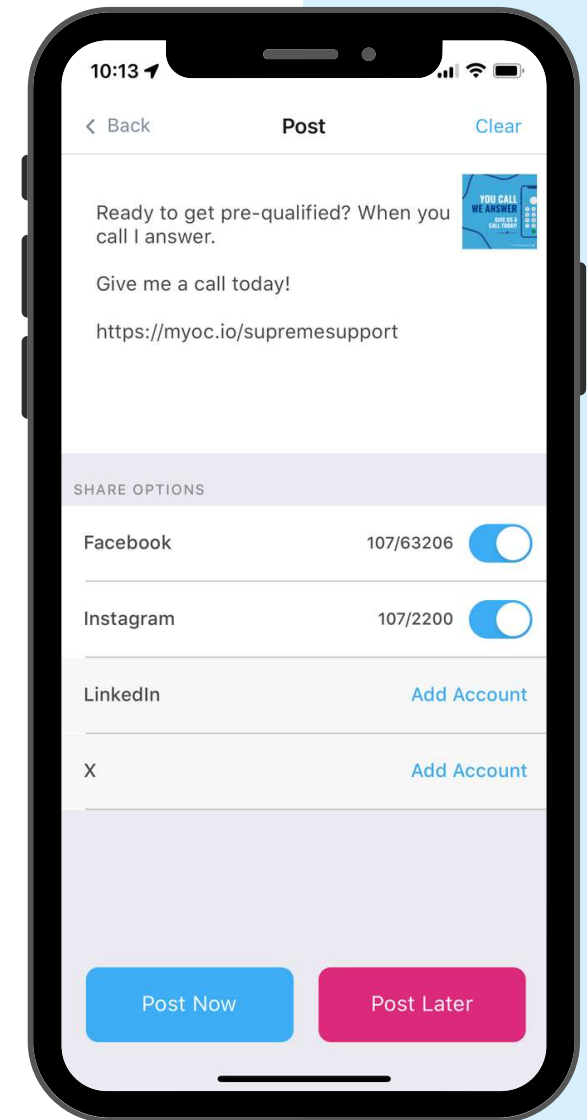
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- 05** Overlay any stickers, images, or text by tapping the heart or font icon, and then tap 'Next'



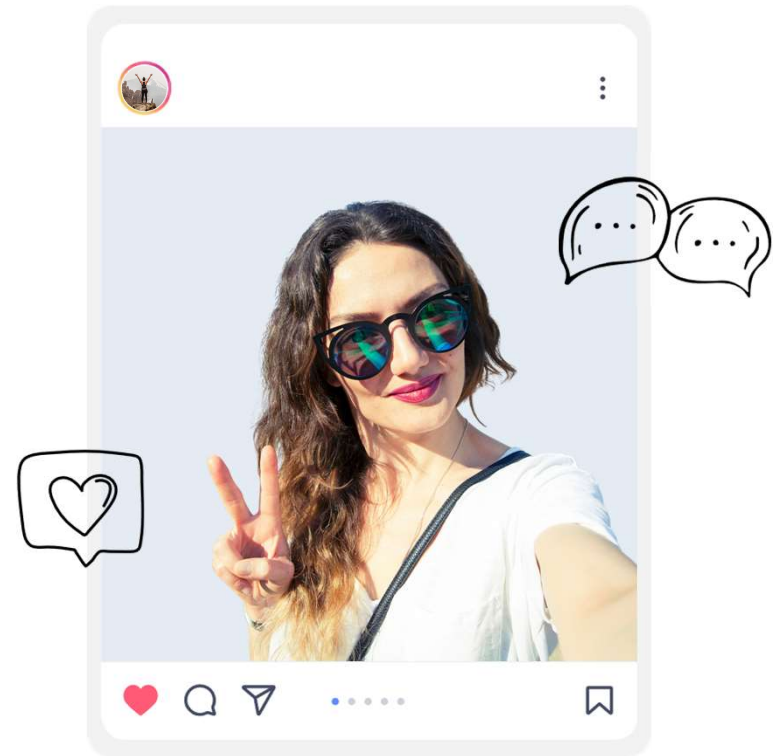
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- 05** Overlay any stickers, images, or text by tapping the heart or font icon, and then tap 'Next'
- 06** Edit the caption if you'd like, choose which social networks to post to, and tap 'Post Now' to post immediately or 'Post Later' to schedule your post for a future time and/or date



# Harness the Power of Social Media

- Stay in front of potential customers and referral partners
- Establish a strong online presence to build trust and credibility
- Drive engagement, leads, and conversions through consistent social activity



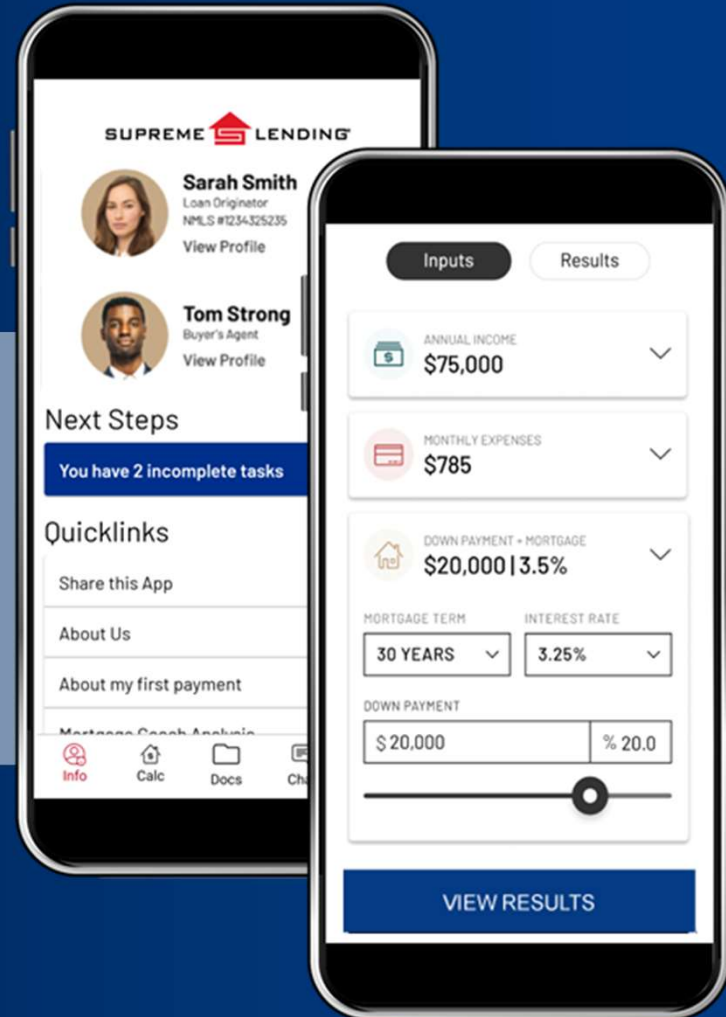
A background of rich red, vertically pleated curtains with a slight sheen, framing the central text.

*There's More...*

# MySupreme App



FREE to 2023  
President's Club  
Recipients





**Elevate Your  
Social Game  
with SocialCoach**