

NEW!

Available Now! EMPLOYEE MORTGAGE BENEFITS AFFINITY PROGRAM

WINTRUST MORTGAGE HAS ESTABLISHED A TURN-KEY AFFINITY MARKETING PROGRAM.

THE PROCESS:

1. The Affinity Program is built for companies with 30+ employees. The company must be presented to executive for inclusion prior to marketing the program.
2. Streamlined vendor management due diligence process needed for each participating company.
3. Approved Affinity Program Agreement ready for execution by participating companies.
4. Creation of company specific WMConnect and login credentials on your behalf.
5. Creation of company specific Email inbox and toll free number on your behalf.
5. Custom reporting available to participating companies.
6. 25 bps reduction in LO commission

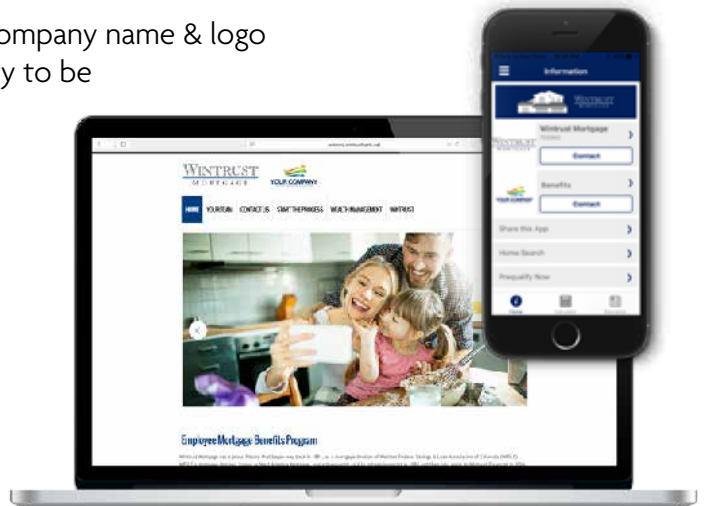
THE OFFER:

\$500 WM branded pre-loaded gift card* ordered and fulfilled for you
*Card sent to borrower within 30 days post-close. Gift card is NOT a closing cost credit.



CO-BRANDED MARKETING SUPPORT:

- Introduction flyer - to be given to employer
- Employee Mortgage Benefits Overview flyer - to be given to company's employees
- Info Card - for walk-ins clients
- Power-point - company/service/program overview
- Website - separate landing page cobranded with company name & logo
- WinApp - cobranded with company name & logo
- Folders - Standard Blue or able to be cobranded with company name & logo
- New Homebuyers guide - Updated brochure with ability to be cobranded with company name & logo



**QUESTIONS? CONTACT MARKETING AT WM MARKETING OR
MARKETING@WINTRUSTMORTGAGE.COM**

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