




Freedom Mortgage Wholesale Informer Service Overview and User Guide

What is it? PARLA informer is a service that provides email and/or text alerts on key loan events as they take place.

PARLA provides the following alerts:

- Client alerts for when loans enter “Setup Complete” or “Clear to Close” status
- Client alerts for loans with pending rate-lock expirations
- Account Executive alerts for Clients missing contact information

See below for a Sample Wholesale Informer Email that you will receive:

 Thu 7/28/2016 6:41 AM
alerts@freedommessagecenter.com
Important loan status update from Freedom Mortgage

To WholesaleContact@WholesaleCompany.com

This is a processing update notification from Freedom Mortgage.

The status of the loan number ending in 5432 (Hamilton) has changed on 07/08/2016 to 'Setup Complete'.
Please contact **Your A.E. name** Kim Adams your Freedom Mortgage Account Executive or consult your pipeline on www.freedomwholesale.com for any updates you require.


Sincerely,
Freedom Mortgage Corporation
Wholesale Division

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Reference FM-030001.001

Below is an example Informer email alerting your Account Executive that there is missing contact information:




 Fri 11/4/2016 9:10 AM
 alerts@freedommessagecenter.com
Broker contact email address missing for loan with pending rate lock expiration
 To: RegionalManagerEmailAddress@freedommortgage.com

The PARLA system attempted to contact the following Wholesale Brokerage(s) which have pending rate-lock expirations, but the brokerage contact information is not available in the Data Warehouse:

Loan Number	Rate Lock Expiration	Brokerage Name	Loan Officer Name	Loan Officer Email	Mortgage Rep Name	Mortgage Rep Email
0087397782	11/11/2016	Service 1st Mortgage <u>Inc.</u>	Fred Bose	[Missing]	[Missing]	[Missing]
0096188255	11/10/2016	Emery Federal Credit Union (Newark)	Mike Bosworth	[Missing]	Michael Bosworth	[Missing]


Please contact these individuals or the brokerage firm's main office to alert them to this loan status, and to have a valid email address provided for this individual.

PARLA System Operations

Reference FM-030008

Getting Wholesale Informer Alerts via Text Message

- When you receive a new alert type from PARLA, it will be followed by a separate email offering you the option to enroll to receive that type of alert VIA SMS. See below for an example of this email:


 Thu 7/28/2016 6:41 AM
 alerts@freedommessagecenter.com
Invitation to subscribe to 'Setup Complete' text message alerts
 To: YourEmailAddress@YourCompanyName.com

Freedom Mortgage is inviting you to subscribe to our SMS text message alert service, to streamline and improve your loan processing experience.
You can Subscribe or Unsubscribe for specific types of alerts

This specific request is to subscribe to be alerted by text message as soon as a loan application reaches "**Setup Complete**" status.

If you would like to subscribe, please reply to this email with the word "SUBSCRIBE:" in the subject line, followed by the 10-digit mobile phone number the text alerts will be sent to.

Example: Reply with "*SUBSCRIBE: 856-555-1212*" in the subject line of the response

Please contact your Freedom Mortgage Account Executive Ann Madison should you have any questions.

Sincerely,

Freedom Mortgage Corporation
Wholesale Division

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- If you'd like to receive these alerts by SMS, just reply to the invitation with "SUBSCRIBE: ###-###-####" replacing the last part with your mobile phone number
- You can subscribe or unsubscribe for specific messages, getting some by SMS and all by email if you prefer
- You can unsubscribe from any SMS alert category by replying "STOP" to the last message received.

See below for Example Text Alerts:

