Characteristics of an ALOC for the MMA

For clients to use the Money Merge Account they must set up an ALOC (Advanced Line of Credit). If they go to the bank on their own to get an ALOC the bank will not know what they are talking about. They will need to come back to you —this helps to ensure that they don't try set up an account on their own. But for your knowledge, an ALOC is actually a HELOC — Home Equity Line of Credit. United First Financial will always address a HELOC as Advanced Line of Credit — ALOC because of the extensive use of this type of account as a vehicle by which the MMA will facilitate debt reduction and cancellation of compound interest debt.

Regardless of the financial institution providing the ALOC, each account must have the following three characteristics for the MMA to work successfully.

Each ALOC must have the following

1. Needs to be an open ended Home Equity Line of Credit — HELOC (an ALOC for our purposes)
2. Needs have an interest only payment option
3. Needs to be a variable rate

The following ALOC functions will simplify money movement for the client when using the MMA.

For best functionality for check writing

- Lowest dollar amount minimum per check writing from ALOC
- No fee per check written from ALOC
- No limit to the number of checks written from ALOC each month
- Shortest amount of time to clear and process checks from ALOC account

For best functionality for on-line banking

- Ability to transfer money from checking to ALOC and ALOC to checking
- No limit to the number of transfers per month
- No fee for on-line transfers
- No dollar amount limitation on transfers
- Ability to link Equity Line to Checking account as an overdraft protection
- No fee for overdraft protection
- Shortest turn around time for posting on line transfers to designated accounts
- On-line bill pay
- No fee for on line bill pay

Questions to ask at the closing of the ALOC

Q. Lenders will ask client if they want their monthly Equity Line payments automatically withdrawn from a designated checking account.

A. No (this will amortize the ALOC payment to one time per month, defeats the MMA process)

Q. Lenders will ask client if they want to lock their rate.

A. No (this will remove the interest only payment option)

Making A Money Merge Account Sale

I have made contact with my first client, told him or her briefly about the MMA program and they want to see it.

"What do I do now?"

The following forms are made available to all new agents:

1. MMA Application
2. MMA Fee Authorization
3. MMA Agent Business Transmittal

These are to be utilized in the following manner:

STEP ONE

I. Contact your client by Phone

A. Completely and accurately fill out an MMA Application

B. Now move to Step 2

II. Set up an appointment to get Face to Face

A. Briefly explain how the MMA operates

B. Watch the United First Financial DVD with client (optional)

C. Once you have gone through the presentation then fill out the MMA Application

1. Understand that the only reason you set a face to face appointment is to get an MMA Application

2. A suggested dialogue is something like:

"We need to get some information to see how the MMA will work for you."

Or

"We need to get some information to proceed with the approval process; there is no up front fee or obligation to purchase MMA."

D. Once you have all the paperwork filled out, let them know that you will get back to them within a couple of days with their Financial Analysis Report (FAR)

STEP TWO

I. Take the information you received and run it through the Financial Analysis Software (FAS).

A. Your Branch Manager (BM) will assist you with your first few sales and review of documents The reason for this is:

1. To ensure that the information represented by the FAR is accurate

2. To ensure that you are representing both the software and the company correctly

Please be clear

1. The Branch Manager is there to benefit you, the agent, and the client by ensuring the information is presented accurately
2. These suggestions are to assist you with the learning curve involved with the MMA presentation

B. After you have run the information through the FAS, have your FAR reviewed by your BM for accuracy

C. Contact the client and let them know that you have a preliminary approval for the MMA
Ask them:

"When can I sit down with you and review our findings?"

II. Set your next appointment

STEP THREE

I. All parties involved in the decision making process should be present on your next appointment

A. This would be a "soft close"

B. Get your client to say YES as much as possible. Reiterate what you had talked about before:

"You said your home was worth X, is that correct?"

"You owe X on your home, is that correct?"

"You make about X dollars a month in net income, is that correct?"

C. Have all of the paperwork with you that were originally filled out.

D. Say something like:

"Based on your credit analysis; income vs. expenses; current indebtedness and by utilizing the principles of the MMA, we will be able to pay off your home in X amount of years and months, saving you X amount in interest."

E. Ask Client:

"Is this something you would like to proceed with?"

II. If the client must have more information about the MMA before moving forward

A. You will have your BM contact the client and set up a telephone conference with you and your client at the BM's and/or client's convenience

B. The agent must make himself or herself available for the time that the BM scheduled the conference call

III. During the conference call, the agent will close the deal toward the next step

* Refer to "MMA Assisted Sale Application Process"

MMA Assisted Sale Application Process

I. Using a clients existing ALOC (HELOC)

A. Completely fill out the MMA Application

B. Run the information through the Financial Analysis Software (FAS)

C. Contact the client and let them know the outcome of analysis

D. Ask the client if they wish to proceed with Full Approval

E. The client wants Full Approval

1. First submit the following to United First Financial Agent Support
    - a. Current HELOC Agreement
    - b. Current HELOC Account Statement
    - c. Financial Analysis Report
2. UFF Agent Support will review these documents with respect to characteristics of an ALOC to function as an MMA

F. UFF Agent Support determines that the existing HELOC will serve as an ALOC for an MMA

1. UFF Agent Support will contact the agent and request the remaining required documents for MMA activation

G. Agent obtains the remaining required documents and the $3,500 funds from the client and sends these to United First Financial Client Support for MMA activation

II. Using local retail bank branch for ALOC (HELOC)

A. Each agent is responsible to establish a relationship with a local banking branch of his or her choice

B. Follow procedures as outlined in previous section steps A-D

C. The client wishes to proceed with Final Approval

D. The agent should assist the client with contacting the agent's suggested banking branch or one that the client chooses to use

E. The agent should assist the client with navigating through the bank procedures for acquiring an ALOC (HELOC)

F. UFF Agent Support is agreeable to assist an agent with any questions regarding this process

G. Once the ALOC is obtained, the agent is responsible for collecting the required documents and the $3,500 funds to submit to United First Financial Client Support for MMA activation

Formula For Success

Agent Name ____

1.	$___ ___ ___ , ___ ___ ___	Annual income desired
2.		Divided by 48 weeks
3.	$___ ___ ___ , ___ ___ ___	income per week
4.	$___ ___ ___ , ___ ___ ___	Money Merge Account submitted
5.	_________%	Commission rate (what commission are you at)
6.	$___ ___ ___ , ___ ___ ___	Commission per case (line 4 times line 5)
7.	___________	Number of sales per week (line 3 divided by line 6)
8.	_________%	Closing ratio
9.	___________	Number of presentations (line 7 divided by line 8)
10.	_________%	Kept appointments after stand ups
11.	___________	Number of scheduled appointments needed (line 9 divided by line 10)

Tip: %, divide with a decimal point. 80% = .80

Tracking your Success

Agent Name ____

Goal for the Past Week

$___ ___ ___ , ___ ___ ___ Weekly income desired

_____ Appointments needed

Actual for the Past Week

_____ Appointments scheduled

_____ Appointments kept

$___ ___ ___ , ___ ___ ___ Money Merge Accounts submitted # __________

_________% Commission rate

$___ ___ ___ , ___ ___ ___ Income earned

Goals for next week

$___ ___ ___ , ___ ___ ___ Weekly income desired

_____ Appointments needed

What two things would have the most significant impact on my business this next week?

1. ____

2. ____

Agent signature ____ Date ____ / ____ /______

SALES AND RECRUITING LOG

MMA Agent Name	City and State	Agents UFF #	# of Questionnaires	ALOC's in progress (name)	Closes	Recruits