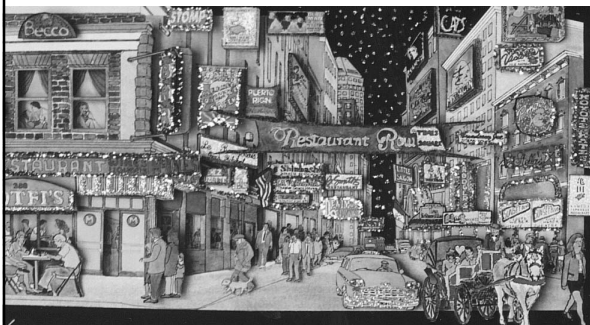


Roll The Dice



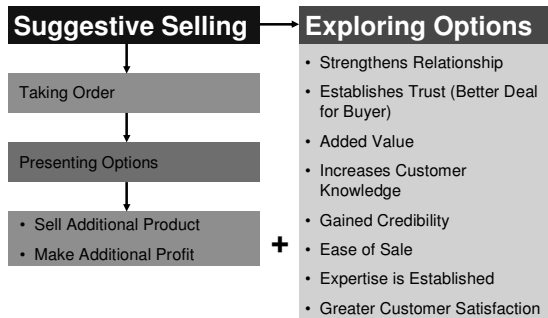
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Where Do You Want To Eat?

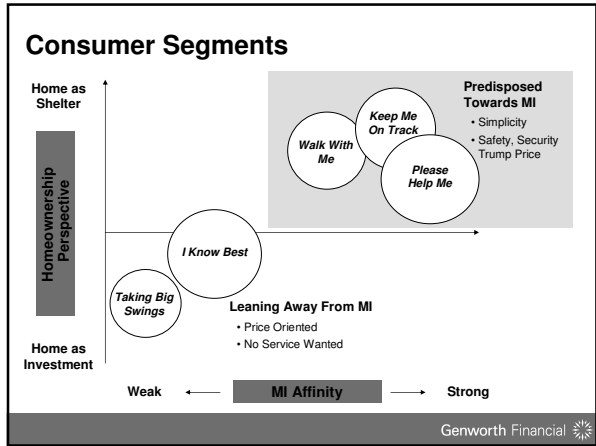


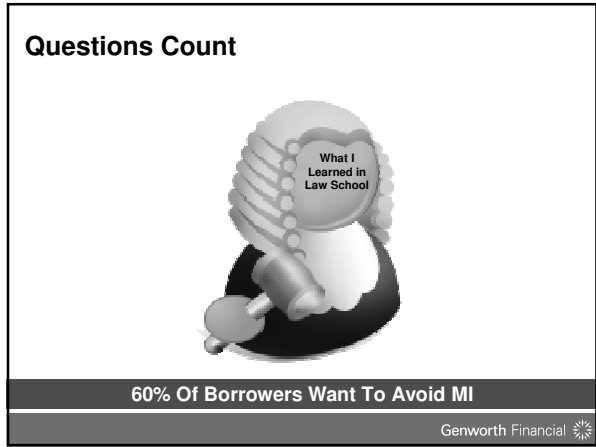
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Counseling or Selling?



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What's Best for the Borrower

Of course monthly payment is important, but what about ...

- Having a monthly payment that never goes up?
- Maximizing your tax benefits?
- Having a simple process?
- Minimizes expenses over the life of the loan?
- Having a team of dedicated professionals work with you in the event you encounter a future hardship in paying your mortgage?

Sell Features – Not Products

Genworth Financial logo at the bottom right.

Overcoming Objections

Answer These -

Why Do Business with The Company?

Why Do Business with You?

Why Use This Product?

Verify Objection & Why

Take a Moment

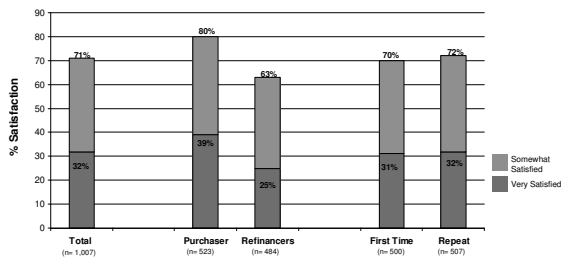
Respond with Respect

Verify Acceptance

L
E
A
P

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Consumer Satisfaction



7 of 10 Consumers Satisfied with Mortgage Shopping Experience

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5 "A" Follow-Up Rating

★ Automatic	System	Time	Dependent on You?
★ Accurate	Complete	Personal	Dependent on You?
★ Accessible	Available	Online	Sharable
★ Analyzable	Filters	Reports	Flexible
★ Added Value	For Borrower	For Referral	For You

How Do You Rate?

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Meet Dawn
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