



ICE Surefire™

Winning a customer is only the beginning. Successful lenders and brokers know they need to drive repeat business, and the secret to that lies in fostering lasting personal connections.

Surefire, ICE's marketing automation solution, puts your customer outreach on autopilot so you can effortlessly maintain and deepen your connections with borrowers, brokers and real estate agents. With intuitive, preconfigured workflows and timely, personalized mortgage content, Surefire helps you nurture meaningful connections, increase engagement and generate new opportunities, all in one powerful platform.

Marketing automation

With Surefire, lenders and brokers can automate their connections with borrowers. Let the software handle the heavy lifting while you focus on what matters: building the relationships that make your business tick.

- Workflows designed for the mortgage industry
- Content to compete with national brands
- Communications platform helps those working on a loan stay up to speed on key information
- Instant "new lead" workflow

Customer retention

Surefire's automated post-close campaigns help you build clients for life with workflow automation, right out of the box. From closing gifts to multimedia outreach, including text and video, Surefire manages long-term personalized communication for years after closing, with less hands-on effort.

- Automated loan milestone outreach
- Tailored communications for that personalized "white glove" touch
- "Done for you" post-close sequences
- Co-branded materials for real estate agents

Benefits

- Respond instantly to leads
- Educate and engage borrowers during the loan funding process
- Help lenders retain customers and earn repeat business
- Project your company brand, at scale, to the borrower marketplace
- Stay connected with real estate agents
- Mobile-friendly interface

Capabilities

- CRM and contact management
- Compliance support
- Audit-ready controls
- Rule-based campaign automation and alerts
- Best practice templates
- Centralized database and robust, flexible integrations
- Public APIs and native ICE integrations
- Embedded preconfigured workflow

Omnichannel outreach

Modern borrowers communicate in different ways – and they expect you to meet them where they are. Leverage Surefire's built-in email, text, phone, video and social media messaging to help maximize ROI and deliver your borrowers up-to-the-minute information.

- Email
- Print mail
- Video
- Messaging (SMS)
- Social media

Recruit and retain top talent

Surefire helps recruit prospective employees with creative campaign materials while strengthening consumer and business relationships through co-branded marketing that highlights real estate agents and other partners, including:

- Marketing emails
- Brand building newsletters
- Thought leadership content
- Open-house flyers
- Direct-mail postcards
- Interactive multimedia and more

Your industry outreach on autopilot

Surefire helps thousands of mortgage professionals win new business and drive repeat business. Whether in the office or on the go, the powerful automation and award-winning content that Surefire brings to the table will help you drive ROI and flexibility.

Technology integrations

Supporting a broad ecosystem through direct integrations and secure public APIs:

- Loan origination systems (LOS) – Direct Encompass® integration and support for other LOS providers
- Sales automation – Direct Velocity integration and support for other platforms
- Enterprise email & calendar
- Social media
- Product, pricing and eligibility – Direct ICE PPE integration and support for other engines
- Point-of-sale (POS) systems – Direct Encompass Consumer Connect® integration and support for other systems
- Lead distribution and automation
- Borrower cost and scenario analysis
- Credit monitoring
- Digital business cards and content sync
- Reporting and analytics
- CRM



Reach us at: 1-888-955-9100 or schedule a demo at mortgagetechnology.com/solutions/customer-acquisition

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