

SELL MORE HOMES WITH

RENOVATION FINANCING



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WITH CONFIDENCE

ENSURING *Confidence* EVERY STEP OF THE WAY

Certainty Home Lending has been helping homebuyers and homeowners for over 20 years, with a focus on making home a reality by putting people first and investing in the right technology.

Our partners and customers benefit from having a dedicated and experienced Loan Officer and Renovation Specialist available to them throughout their home renovation process. Our goal is to make your job easier.

Welcome to a simplified renovation financing process that was made to exceed your customers' expectations.





Finding the perfect home in today's competitive market can be difficult. To broaden your client's options, introduce the idea of purchasing a fixer-upper and renovating it to match their tastes.

Help your clients create the home of their dreams with renovation lending.



A STRATEGY FOR TODAY'S HOPEFUL HOMEBUYERS

There are a lot of complex factors affecting the market right now. Rising home prices and interest rates are having an impact on the amount of house that hopeful homebuyers can afford. Some are even considering hitting the pause button on their home search - this may work to your client's advantage once you understand how a renovation loan works.

BUYERS LOVE RENOVATION LOANS...

because they get to determine what they want done and choose their favorite contractor to do all of the work.

SELLERS LOVE RENOVATION LOANS...

because they do not have to spend money on a house they are selling and all the work is completed after closing. The seller is never required to fix anything prior to closing.

AGENTS LOVE RENOVATION LOANS...

because they do not have to worry about closing delays caused by repairs the property inspector or appraiser may require. All repairs and renovation work are done after the transaction closes.



BENEFITS OF USING RENOVATION FINANCING

Combines the purchase price of the home with the cost of the improvements.

Allows client to roll everything into a monthly mortgage payment instead of having to make a large payment for the renovations all at once.

Gives client the ability to hire professionals to do the work so they can focus on other things.

Transforms an outdated house into the dream home they've always wanted, and often increases the value.

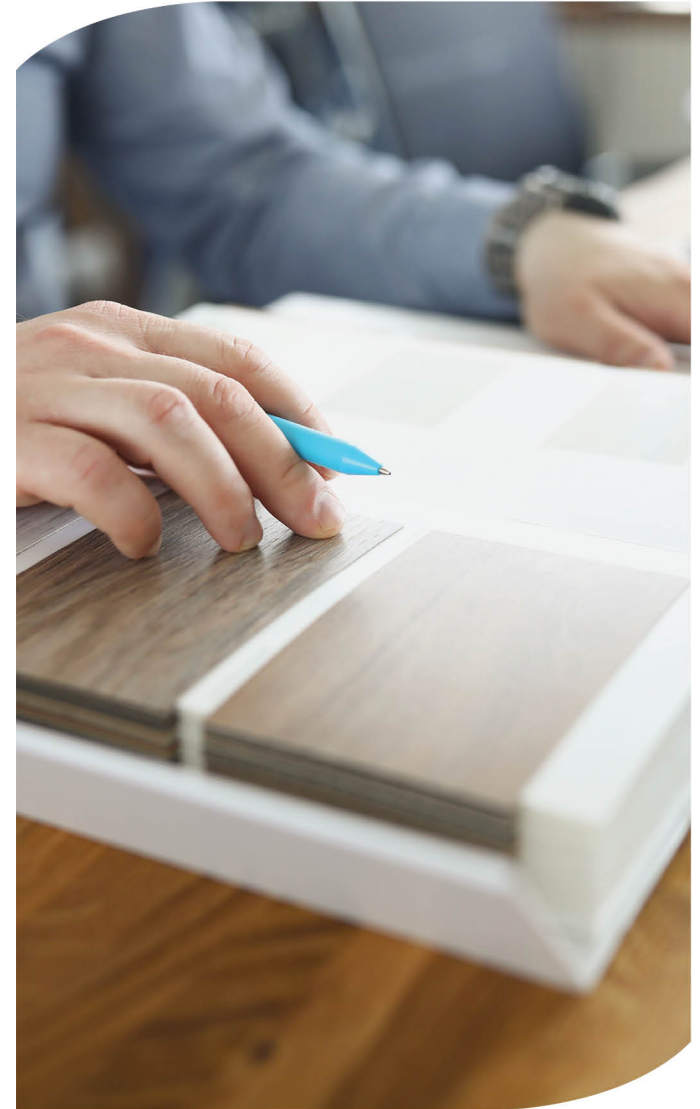
Allows sellers to sell a house "as-is" without needing to make repairs or updates on a house they are moving out of.

Seller never has an appraisal or inspection repair requirement prior to closing – all work can be done by the buyers' contractor after closing.

THE RENOVATION LOAN PROCESS

When you work with Certainty, you gain a dedicated team of Renovation Specialists that are here to assist and navigate the entire renovation process, from coordinating with contractors to understanding the construction draw process.

- 1. GET PRE-APPROVED** - Your client will use our Digital Mortgage to see what loan amount they can get pre-approved for. They will work with their Loan Officer and Renovation Specialist throughout their renovation journey.
- 2. FIND THE PERFECT LOCATION** - Help your client find their ideal home to renovate! Remember, it doesn't have to be perfect. After the renovation, their home will be exactly what they want.
- 3. MAKE AN OFFER** - Negotiate the best price you can to purchase the house in its "as-is" condition. The difference in pricing will give your client more room for renovation costs.
- 4. DEFINE THE RENOVATION & CHOOSE A CONTRACTOR** - Your client will set up an appointment with a HUD consultant and/or contractor of their choice to review the project and determine the cost of the repairs that will be required, and the cost of what they would like to have done. Your Certainty Renovation Specialist will help along the way.



5. APPRAISAL COMPLETION - Your dedicated Certainty team will be working behind the scenes to order the appraisal as soon as we have the contractors' information, scope of work and cost estimate. The appraisal will be based on what the house will be worth after the renovations are complete.

6. PROCESSING & UNDERWRITING - This is the typical mortgage process of verifying all of the information provided. Your client may be asked to provide additional documentation - but don't worry, we just have to make sure the "i's" are dotted and the "t's" are crossed. During this time, your client will review the appraisal and final renovation budget with the loan team and prepare for closing.

7. CLOSING - Your client will review, sign and return the Closing Disclosures, which they will receive at least 3 days before closing. They will sign the Closing Documents on the day of closing. The Renovation funds are set aside in an interest-bearing escrow account.

8. RENOVATION BEGINS - Renovations need to start within 30 days of closing and must be complete within 6 months. The Renovation Specialist will work with your clients and their contractors to make sure everyone understands the construction draw processes, and that the contractor is paid in a timely manner for work completed.

9. FINAL INSPECTION COMPLETION - After all work is completed, the renovation escrow will be closed and a final inspection is conducted to ensure that all renovations have been completed as proposed. The contractor will provide all final inspection records to document that everything was completed and are up to code.

10. ENJOY THEIR NEW HOME - Congrats! Your client's new home is ready for them to enjoy what they have created.



POWERFUL RENOVATION LOAN PRODUCTS

Renovation financing can make the difference between a house and a dream home. The loan-to-value (LTV) is calculated taking the proposed value into account, giving your client more purchasing power and the ability to make a house their own. We offer a variety of renovation programs, including:

CONVENTIONAL FANNIE MAE HOMESTYLE® OR FREDDIE MAC

CHOICERENOVATION® LOAN - Clients will have funds for a wide range of renovation projects, from repairs and energy updates to landscaping and luxury upgrades. They can benefit from low down payment options and flexible qualifying criteria. Allowed on owner occupied homes, second homes and single-family residential investment properties.

FHA 203(K) STANDARD RENOVATION LOAN¹ - This option includes the benefits of flexible FHA credit guidelines.

The property can be financed in "as-is" condition with as little as 3.5% down payment. Seller can pay up to 6% of sales price in closing costs. Structural repairs allowed, home additions and complete remodel if needed. Owner occupied homes only.

FHA 203(K) LIMITED RENOVATION LOAN¹ - This option is similar to the FHA 203(k) Standard and allows flexible

FHA credit guidelines and down payments as low as 3.5%. The property can be financed in "as-is" condition and the Seller can pay up to 6% of sales price in closing costs. Designed for cosmetic, non-structural repairs and updates. Up to \$35,000 in total renovation costs can be included in loan.



VA RENOVATION LOAN¹ – This allows our qualified military Veterans to purchase a home that may need repairs and finance the cost of repairs using their VA entitlement.

A Seller will often list a home needing repairs as “Cash or Conventional Only” because they want to sell the house in “as-is” condition. This program allows our Veterans to use their hard-earned VA entitlement and finance 100% of the purchase price plus the cost of repairs in one mortgage. All work is done after closing and the Seller does not need to repair anything. 0% down, no mortgage insurance, attractive rates, and a home renovated to suit our Veteran’s needs.

This is what our Veterans deserve, and Certainty can make it happen.

“ We love the fixer-upper; Helping your customer turn the not-so-perfect listing into the perfect home is what we do.”


Jim Nunn,

RVP RENOVATION LENDING



TURNING LEADS INTO HOMEBUYERS

At Certainty, we believe that your success is our success. To assist with capturing as many leads as possible, we provide relevant and educational renovation marketing materials that can be easily co-branded. Accept your invitation to the best marketing platform in the biz, Total Expert. You'll gain:



AUTOMATED CAMPAIGNS - Our Digital Mortgage and CRM talk to each other to ensure that our customers receive the right messaging at the right time. Our campaigns keep everyone informed and on the same page.

OPEN HOUSE FLYERS - Your loan officer can build loan scenarios in our Digital Mortgage tool that can be used to promote new listings or models on co-branded open house flyers.

GAIN ACCESS TO A FULL LIBRARY OF COLLATERAL - Access an ever-growing library of newly designed and educational renovation marketing materials.

CAPTURE LEADS AND AUTOMATICALLY SHARE THEM -

NO MORE PAPER! - Utilize Lead Capture Apps at open houses or at events to efficiently capture more contact information for leads. No more relying on paper!

MODERN SINGLE PROPERTY WEBSITES - Easily create, deploy and manage beautifully designed landing pages for homes that can be shared on social media, email, or text.

INCREASE AWARENESS OF EVENTS - Utilize your Certainty partners to host events and increase your local footprint in your community.



Together we achieve more.

YOUR PARTNER IN RENOVATION LENDING



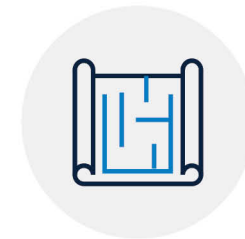
A renovation home loan allows your customer to get the financing needed to buy a new property and the funds they need to make the renovations and/or repairs on the home.

Even better, it's all rolled up into one affordable monthly mortgage payment.



Our dedicated Renovation Specialists will work with your clients to help find competent licensed contractors, get bids, and obtain renovation information.

After the loan closes, we manage the renovation financing by disbursing payments to the contractor on your client's behalf at key stages of progress so your clients can focus on enjoying their home instead of working on it.



One of the benefits for both the buyer and seller is that the seller does not need to complete the repairs prior to closing, we close on the property in "as-is" condition.

All renovation work and repairs are done after the loan has closed.

Renovation lending can turn excuses into commitments.

For more information, contact me today!



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