



EcoHome  
FINANCIAL

Your sales leads are waiting



## Introducing myhome wallet

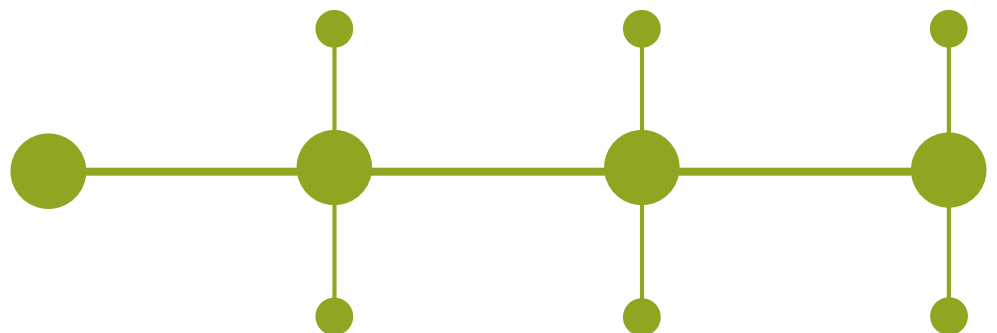
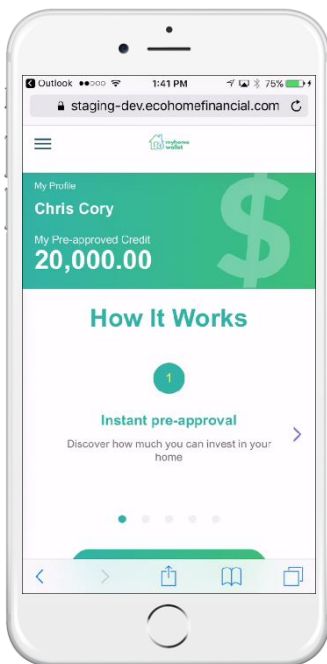
- We find homeowners who need home improvements.
- We pre-approve them for loans of up to \$20,000 to get that work done.
- We send them to you to get a quote and ultimately perform the work.
- We pay you with the loan.

Welcome to the game changer!



# 1. Tell me more

Myhome wallet is a network of homeowners with pre-approved EcoHome Financial home improvement loans who want to make improvements to their homes. The application allows them to pick home improvement projects and book desired start dates.



These leads are routed to EcoHome Financial's network of **myhome wallet** dealers matched by geography and skillset. If the lead is accepted by the dealer, a small lead fee is charged to that dealer.







## 2. How the networks are built

### The CUSTOMER Network

The customer network consists of homeowners with pre-approved home improvement loans. Assigning of the loans is accomplished through EcoHome Financial direct marketing efforts as well as a network of affiliate partners who onboard customers as a value added option to their core business.

These partners are situated across the country and are continuously growing the network of **myhome wallet** users.



### The DEALER Network

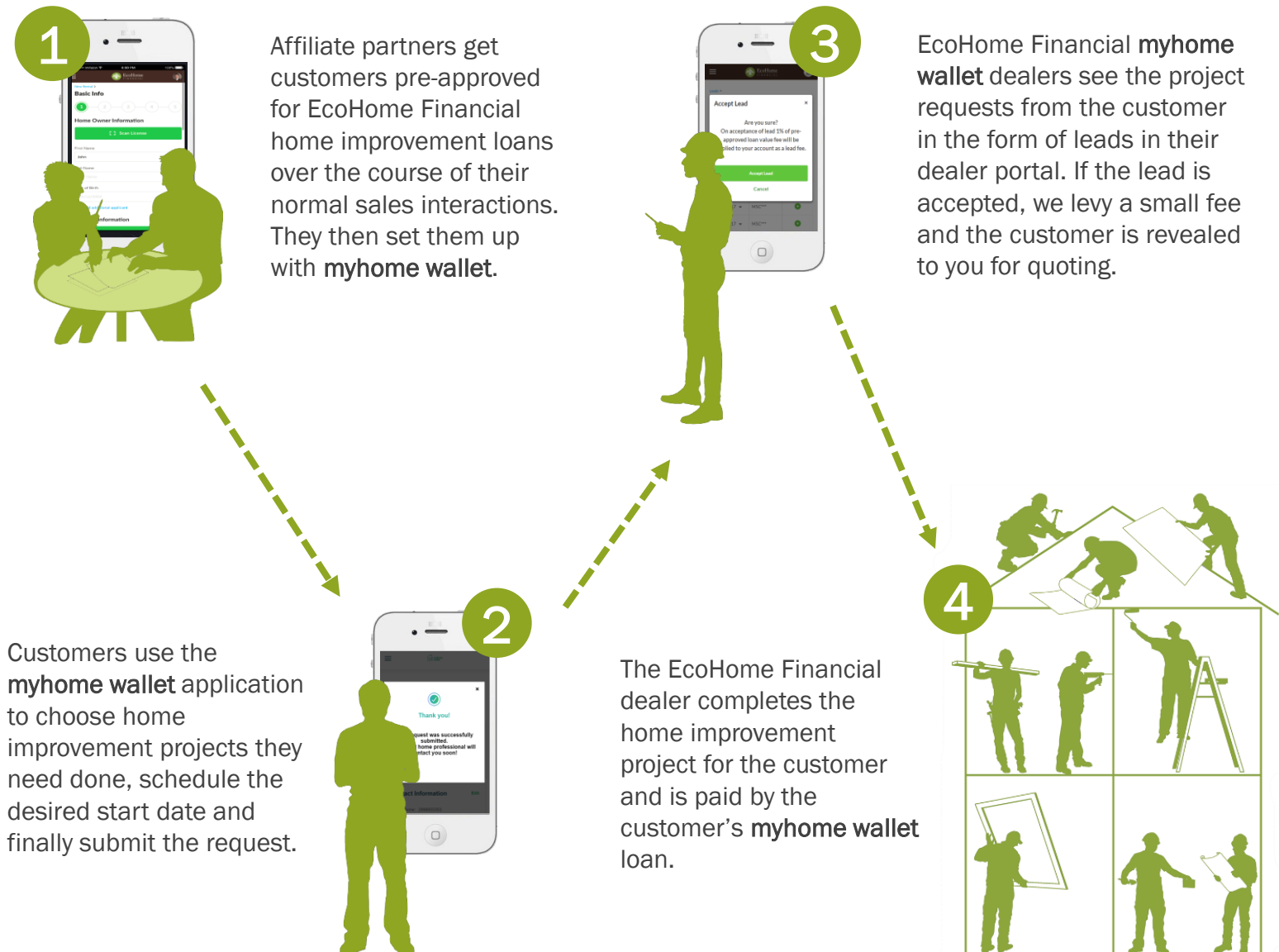
The EcoHome Financial dealer network consists of reputable home improvement contractors who participate in our programs by offering financing as a purchase option on their products and services.

Our inside and outside sales teams are always working hard looking for quality dealers to add to the system. Each dealer must meet EcoHome's minimum performance requirements in order to be admitted to the network.

By remaining active on the financing program, an EcoHome Financial dealer is automatically included in the **myhome wallet** service and is able to accept leads submitted from the customer network.



### 3. What the experience looks like

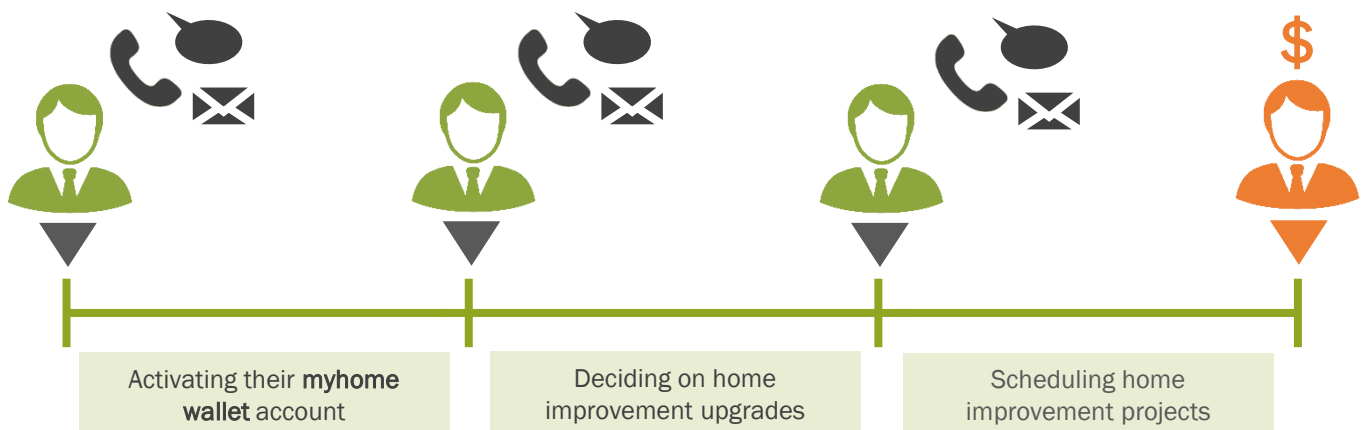


## 4. Driving the purchase path



We are not a passive connecting technology, WE DRIVE ACTION!

We are continuously pushing the client through the purchase cycle through timely and relevant interactions that leverage our integrated contact centres and proprietary mobile messaging platform.



For every stage that a customer using **myhome wallet** might be in, we've developed specific engagement tactics using email, SMS and live phone calls that encourage progression along the purchase path. In other words, we are actively driving leads to our dealers.



By



**EcoHome**  
FINANCIAL

**Call:**

**1.877.585.7197**

to contact a dealer representative

or

**Email:**

**[talk@ecohomefinancial.com](mailto:talk@ecohomefinancial.com)**