



CHATUWM

JOB AID

** INTERNAL USE ONLY **

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*** INTERNAL USE ONLY ***

CHATUWM JOB AID

OVERVIEW

Similar to ChatGPT, ChatUWM is an AI-driven platform designed to help UWM team members quickly and easily find information about mortgage rules and guidelines, role-specific knowledge, and much more by simply entering a prompt. It can aid in achieving work objectives efficiently while safeguarding UWM proprietary information.

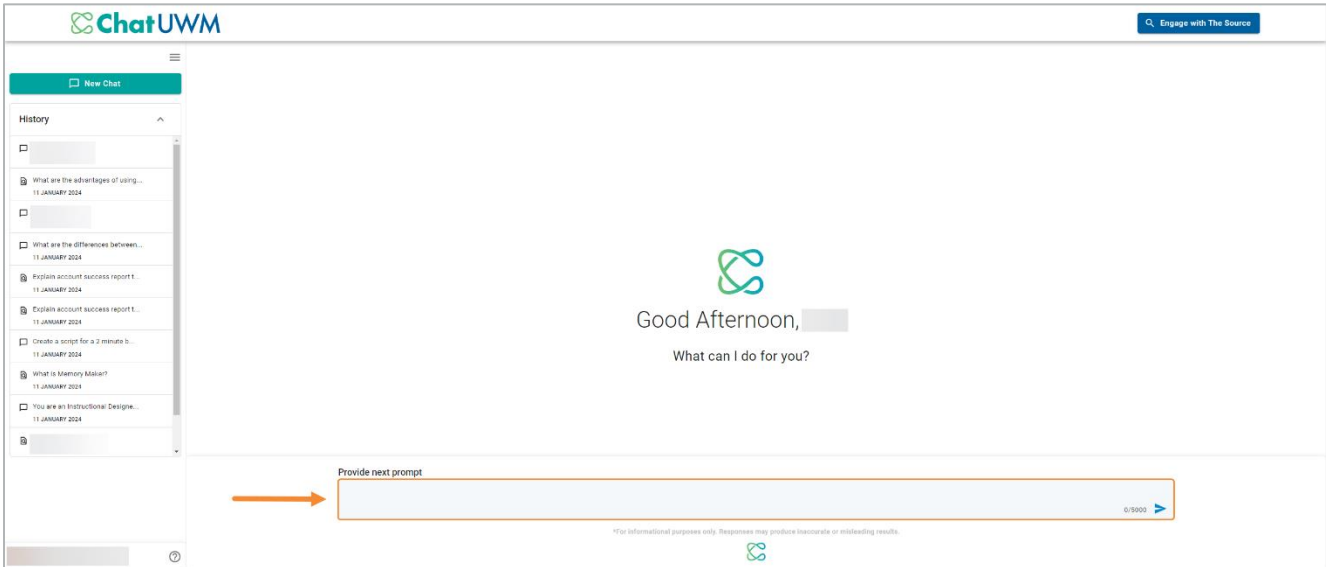
This document will outline the basics of ChatUWM, such as:

- Entering prompts
- Eliciting more information
- Providing feedback
- Engaging with The Source
- ChatUWM Features

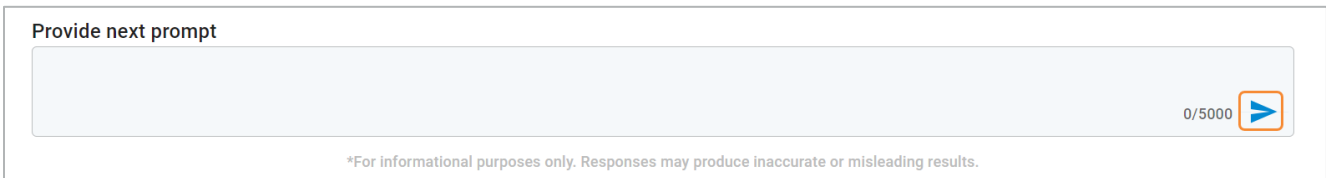
ENTERING A PROMPT

To open ChatUWM, and interact with the platform, follow the steps below.

1. Navigate to [ChatUWM](#).¹
2. On the home screen, team members will see the Prompt field. Click into the field to enter a prompt.

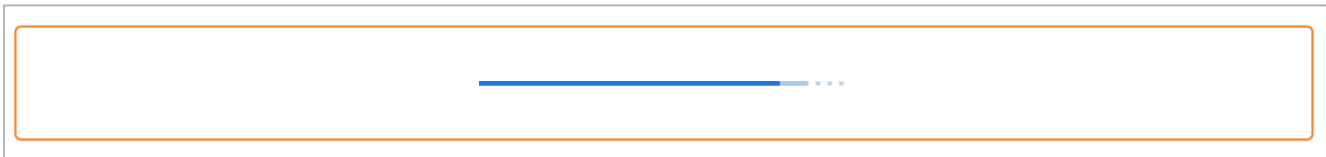


3. Click the arrow, or use the Enter key, to submit your prompt.




NOTE: Use Shift + Enter keys to start a new line within the prompt field. Additionally, be mindful of the length of your prompts as there is a 5000-character limit.


4. After submitting your prompt, a loading bar will appear as a response is generated.



5. ChatUWM will provide a response.



What are the differences between retail and wholesale lenders?



Retail lenders and wholesale lenders are two different types of lenders that operate in the financial industry. Here are the key differences between them:

- 1. Target Market:** Retail lenders primarily target individual consumers or small businesses seeking loans for personal or business purposes. Wholesale lenders, on the other hand, target mortgage brokers or other financial institutions that act as intermediaries between borrowers and lenders.
- 2. Borrower Relationship:** Retail lenders directly interact with borrowers throughout the loan application process. They handle all aspects of the loan, including underwriting, processing, and servicing. Wholesale lenders do not have direct contact with borrowers; instead, they work with mortgage brokers who handle the borrower relationship.
- 3. Loan Pricing:** Retail lenders typically offer loans at a higher interest rate compared to wholesale lenders. This is because retail lenders bear more costs associated with marketing, customer acquisition, and servicing loans directly to borrowers. Wholesale lenders offer lower interest rates to mortgage brokers since they don't have these additional costs.
- 4. Loan Volume:** Retail lending involves smaller loan volumes as it caters to individual consumers or small businesses. Wholesale lending deals with larger loan volumes as it serves multiple mortgage brokers who aggregate loan applications from various borrowers.
- 5. Underwriting Criteria:** Retail lenders often have stricter underwriting criteria since they directly assess borrower creditworthiness and risk profiles before approving loans. Wholesale lenders rely on mortgage brokers to pre-screen borrowers based on their own underwriting guidelines before submitting loan applications.
- 6. Branding and Marketing:** Retail lenders invest heavily in branding and marketing efforts to attract individual customers directly. They build consumer-facing brands and establish a presence through advertising campaigns and physical branch networks. Wholesale lenders focus less on branding since their primary customers are mortgage brokers who already have established relationships with borrowers.
- 7. Loan Products:** Retail lenders typically offer a wide range of loan products tailored to meet the needs of individual consumers or small businesses, such as mortgages, personal loans, auto loans, etc. Wholesale lenders mainly specialize in providing mortgage products that can be offered through mortgage brokers.

Overall, while both retail and wholesale lenders provide financing solutions, their target markets, borrower relationships, pricing strategies, loan volumes, underwriting criteria, branding efforts, and product offerings differ significantly based on their respective business models and customer segments served

6. Provide Next Prompt field: Type additional prompts in this field to elicit more information related to the original prompt.

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Overall, while both retail and wholesale lenders provide financing solutions, their target markets, borrower relationships, pricing strategies, loan volumes, underwriting criteria, branding efforts, and product offerings differ significantly based on their respective business models and customer segments served

Provide next prompt

0/5000


*For informational purposes only. Responses may produce inaccurate or misleading results.

7. Click the New Chat button to start a new chat.




New Chat

History



What are the differences between retail and wholesale lenders?



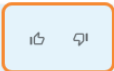
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FEEDBACK

The ChatUWM team is always looking to improve the accuracy of the responses. To help improve ChatUWM, follow the steps below to provide feedback on the response(s) you receive.

1. Thumbs Up/Down: Click this button to provide the ChatUWM team feedback on response accuracy.


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- A. Clicking these buttons will generate a popup asking for additional feedback.



Provide Additional Feedback

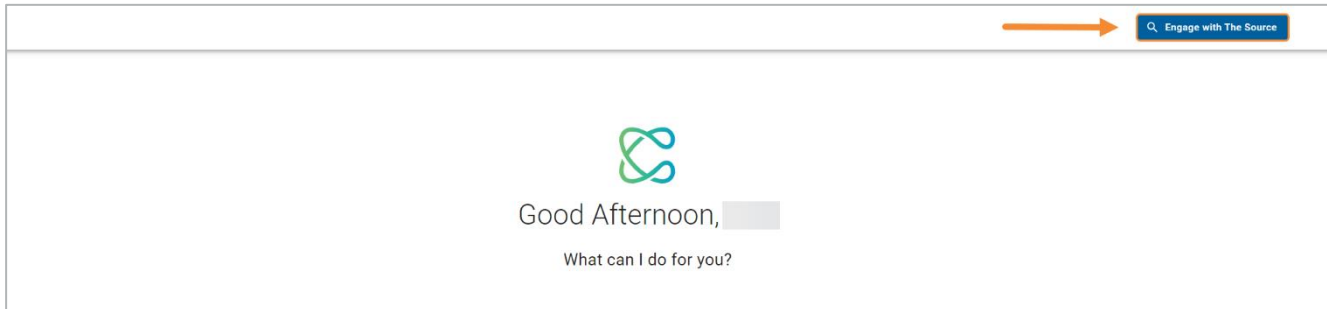
Tell us what was positive about the experience:

SUBMIT

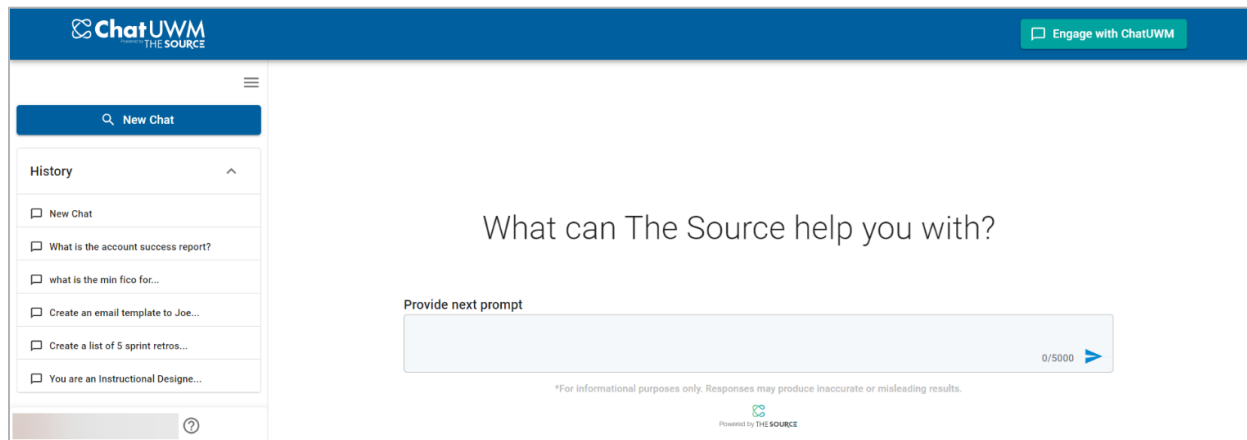
ENGAGE WITH THE SOURCE

The Engage with The Source button provides direct access to a wealth of current information about UWM and the mortgage industry. This powerful tool allows team members to access accurate and comprehensive data swiftly, providing detailed insights into specific processes, policies, or other aspects related to UWM's operations. To use The Source, follow the steps below:

1. Click the Engage with The Source button.



2. This will open the ChatUWM Source View to enter a prompt.



NOTE: In The Source view, ChatUWM will not provide responses outside of UWM documents. To interact with ChatUWM outside of The Source, click the Engage with ChatUWM button.

3. The Source will respond with the following:
 - A. Information from UWM documents populates on the left of the screen.
 - B. Three (3) follow-up questions populate to select if more information is needed.
 - C. Links to the UWM documents populate on the right side of the screen.

What are the advantages of using Brand 360?

A

Brand 360 offers several advantages to brokers. It provides marketing tools to help grow their business and brand¹. The Marketing Resources page offers informational videos on topics such as Search Engine Optimization (SEO), growing your social media presence, and setting up a Facebook Business page¹.

Brand 360 also features a Marketing Calendar that allows brokers to automate social media posts, with the ability to schedule posts up to 30 days in advance². Brokers can select from pre-built content or write their own².

In addition, Brand 360's Client Connect helps manage client relationships and gain repeat business¹.

Brand Builder, another feature of Brand 360, offers free customizable marketing material. Brokers can select from different campaigns, customize their message, choose a layout, select an image, choose color pallets, and select their branding options³.

Overall, Brand 360 provides a comprehensive set of tools to help brokers manage their marketing efforts, client relationships, and brand building.

[1] Brand 360 Marketing Calendar - Social Media Made Easy | UWM

A streamlined way to import loans to UWM directly from your LOS. Schedule social media posts up to 30 days in advance. Make a payment, view your mortgage statements, review taxes and insurance details and more Your browser does not support the video tag. With Brand 360's Marketing Calendar, you can plan and schedule your social posts up to 30 days in advance. Choose from pre-built content for every day of the week – just set it and forget it. Use our suggested post copy or write your own. Ask your account executive for more details about Marketing Calendar and all the other valuable features available through UWM's Brand 360. Or sign up now for one of our upcoming Live Demo Drop-Ins and hear directly from a Brand 360 expert about how to use this tool to its fullest potential. Create an account with UWM today to discover our industry-leading turn times, superior client service, award-winning technology and exclusive products firsthand. UWM makes it easy to manage your pipeline with tools, apps and services that give you more access and more control. The easiest and most secure way of letting your borrowers complete an application online.

B

What are the features of Brand 360's Marketing Calendar?

How does Brand 360's Client Connect help manage client relationships?

What is the process of scheduling a post using Brand 360's Marketing Calendar?


C

[2] Brand 360 Client Connect - Manage Client Relationships | UWM

Schedule social media posts up to 30 days in advance. Your browser does not support the video tag. Client Connect helps you manage your client relationships and gain repeat business. We'll send you alerts so you can contact your borrowers or have us do it for you automatically. Unite – When a borrower reaches a certain amount of home equity, we give you the estimated home value and current LTV Plus, if you use Blink+, our free online mortgage application, all of your contacts will automatically transfer over in real-time and you can sort them by leads or borrowers. Ask your account executive for more details about Client Connect and all the other valuable features available through UWM's Brand 360. Or sign up now for one of our upcoming Live Demo Drop-Ins and hear directly from a Brand 360 expert about how to use this tool to its fullest potential. Create an account with UWM today to discover our industry-leading turn times, superior client service, award-winning technology and exclusive products firsthand. UWM makes it easy to manage your pipeline with tools, apps and services that give you more access and more control. The easiest and most secure way of letting your borrowers complete an application online.

[New Chat](#)

D. To view the full document, click on either the Superscript in the response or the blue article link.



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[1] Brand 360 Marketing Calendar - Social Media Made Easy | UWM

NOTE: Team members cannot enter additional prompts in The Source. Utilize the New Chat button to begin a new prompt.

ADDITIONAL CHATUWM FEATURES

ChatUWM offers additional features within the sidebar and chat window to enhance your user experience, streamline your workflow, and boost productivity. The information below will provide additional information on the available features.

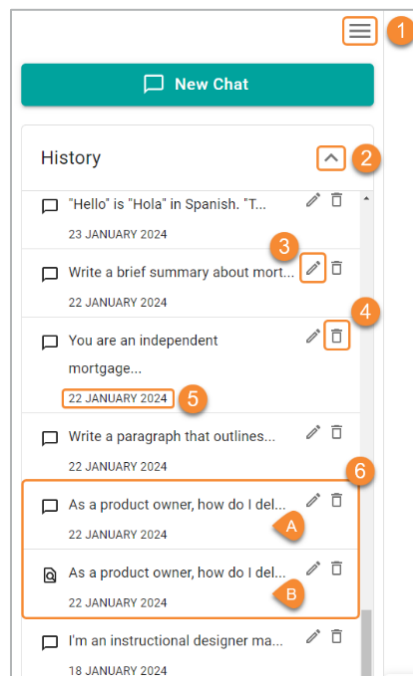
SIDEBAR FEATURES

ChatUWM will save previous prompts to the sidebar for when you need to return. Additional features in the sidebar include:

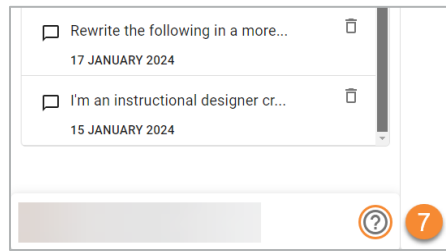
1. Minimize: Click this button to collapse or expand the sidebar.
2. History Caret: Click the caret to collapse or expand your chat history.
3. Edit Button: Click the pencil to rename the chat.
4. Delete Button: Click the trash can to delete a chat.
 - A. Upon clicking the delete button, a confirmation prompt will appear. Select 'Yes' to erase the chat or 'No' to retain it in your chat history.
5. Time Stamp: Shows the date of the last update to the prompt.
6. Chat Icons: These icons differentiate between a ChatUWM chat or a The Source chat:
 - A. ChatUWM chat
 - B. The Source chat



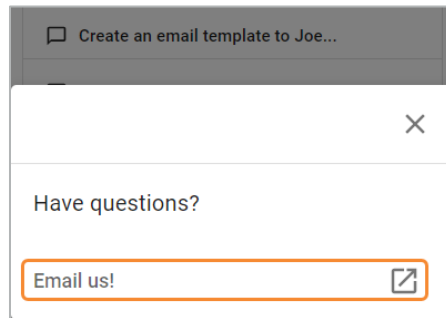
- B. The Source chat



7. Help: Click the icon to open the Help menu.



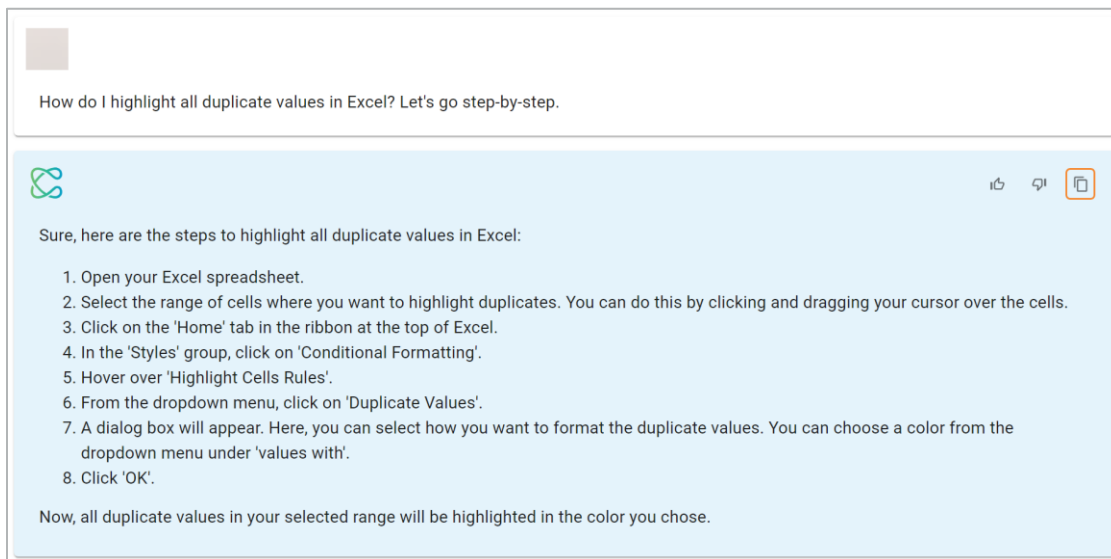
A. Click "Email us!" to generate a pre-filled email template for the ChatUWM Team.



CHAT WINDOW FEATURES

ChatUWM offers features designed for a more efficient and user-friendly experience when using the chat window. These features include:

1. Copy Button: Click the paper icon to copy the given response to your clipboard to paste elsewhere.



NOTE: Please remember to paraphrase responses from ChatUWM when communicating with clients or team members, ensuring that the information remains accurate while adding a personalized touch. Avoid directly copying and pasting responses as it may not always provide the most effective communication.

2. Copy Code Button: This button only appears for responses with code blocks. Clicking 'Copy Code' will only copy what is in the code block to paste elsewhere.



HYPERLINKS IN THIS DOCUMENT

1. <https://chatuwm.uwm.com>

**If you have any questions or concerns,
please reach out to the ChatUWM Team at chatuwm@uwm.com**