

# Marketing Department Service Level Agreement

The Marketing Department at Sente is responsible for branding, promoting and selling the company's brand and vision at a corporate level. Sente partners with branches to help them promote and sell the brand at the local level. Each branch will determine their own marketing budget, and all marketing must be approved by the marketing and compliance team prior to distribution by the branch or the individual mortgage banker.

We promote the brand, and help our branches at the local level, to create awareness, drive consideration and capture market share utilizing the following:

- Messaging
- Website
- Smarter Money Moves Campaign
- Collateral
- Social Media
- Promotional Items
- Events

<b><u>MARKETING PROVIDED BY REQUEST</u></b>	
<b>Request</b>	<ul style="list-style-type: none"> <li>● Custom marketing pieces will be administered via request to the marketing department by email at <a href="mailto:conciierge@sentemortgage.com">conciierge@sentemortgage.com</a>.</li> <li>● The definition of a request is a specific activity/task with an associated deadline. The marketing department will respond via email to all marketing requests within 4 hours. Turnaround times will be dependent on the deadline and the type of marketing request made.</li> <li>● This agreement serves as a guide for requests, and establishes the framework for understanding the process and deadlines associated with the production of marketing pieces and content.</li> <li>● All costs associated with individual and branch requests for custom marketing pieces will be expensed at the branch level.</li> </ul>
<b>1. Business Cards</b>	<p>The marketing department will reorder business cards by request in the following quantities:</p> <ul style="list-style-type: none"> <li>○ Mortgage Bankers: 250</li> <li>○ Others by role only: 150</li> </ul> <p><b>Key Deadlines:</b></p> <ul style="list-style-type: none"> <li>● Marketing will produce a proof within 24 hours of receipt of request.</li> <li>● Marketing department will order cards within 24 hours of proof approval.</li> <li>● Once ordered, typical delivery time is 3-5 days.</li> </ul> <p><b>Who is responsible for payment?</b></p> <ul style="list-style-type: none"> <li>● The marketing department will incur the cost of the first set of business cards ordered by a new branch or mortgage banker.</li> <li>● All orders after the first set of business cards will be expensed at the branch level.</li> </ul>

<b>MARKETING PROVIDED BY REQUEST (CONT.)</b>	
<b>2. Leaf Flyers</b>	<ul style="list-style-type: none"> <li>● Leaf is an online custom flyer system that allows us to generate content that is already compliant so Mortgage Bankers can quickly and easily produce marketing content. Leaf is accessible at <a href="http://www.senteleaf.com">www.senteleaf.com</a>.</li> <li>● There are a variety of promotional, customizable and co-brandable flyers in Leaf. For more information on how to utilize Leaf, <a href="#">click here to download the tutorial</a>.</li> </ul> <p><b>Who is responsible for payment?</b></p> <ul style="list-style-type: none"> <li>● Leaf and all flyers that are created, designed and delivered are included in the digital marketing package that is paid for by the mortgage banker each month.</li> </ul>
<b>3. Custom Flyers</b>	<p>If a flyer you want is not already in Leaf, Marketing can create a custom flyer for you. To do this, we will need the following information:</p> <ul style="list-style-type: none"> <li>● A detailed mock-up with a request, which should include               <ul style="list-style-type: none"> <li>○ Date flyer is needed</li> <li>○ Both written and visual content desired, using templates provided. <a href="#">View and download custom flyer templates with examples here.</a></li> </ul> </li> <li>● Custom-created flyers will be considered for Leaf if applicable to all Mortgage Bankers.</li> </ul> <p><b>Key Deadlines:</b></p> <ul style="list-style-type: none"> <li>● Marketing will respond to all initial requests within 4 hours.</li> <li>● Marketing will produce 1st proof within 3 business days after initial receipt of request.</li> <li>● Recipient will have 24 hours to either approve proof or send final round of edits, if any.</li> <li>● Marketing will produce final proof within 3 days after receiving final round of edits, and request final approval from recipient.</li> <li>● The custom flyer request template should be filled out as completely as possible to avoid more than one iteration of a proof before finalizing content.</li> </ul> <p><b>Who is responsible for payment?</b></p> <ul style="list-style-type: none"> <li>● All costs associated with individual and branch requests for custom flyers will be expensed at the branch level.</li> </ul>

<b>MARKETING BY REQUEST (CONT.)</b>	
<b>4. Ads</b>	<p>Sente will create ads on a limited or as needed basis. In order to create a custom ad, the following will be needed to create an ad proof for your approval:</p> <ul style="list-style-type: none"> <li>• A request with a specific deadline and a detailed mock-up, with both written and visual content desired, using templates provided. <a href="#">View and download custom ad templates and examples here.</a></li> </ul> <p><b>Key Deadlines:</b></p> <ul style="list-style-type: none"> <li>• Marketing will produce 1st proof within 3 business days after receipt of request.</li> <li>• Recipient will have 24 hours to either approve proof or send first and final round of edits, if any.</li> <li>• Marketing will produce final proof within 3 days after receiving final round of edits.</li> <li>• Recipient will approve or send final edits. Marketing and Recipient will finalize and approve.</li> <li>• The ad template should be filled out as completely as possible to avoid more than one iteration of a proof before finalizing content.</li> </ul> <p><b>Who is responsible for payment?</b></p> <ul style="list-style-type: none"> <li>• All costs associated with individual and branch requests for custom ads will be expensed at the branch level.</li> </ul>

## What Sente Marketing Provides to You *(cont.)*

<b>MARKETING PROVIDED BY REQUEST <i>(CONT.)</i></b>	
<p><b>5. Letterhead, Envelopes and Note Cards</b></p>	<ul style="list-style-type: none"> <li>● Sente letterhead templates are provided for each office. <a href="#">Click here to access and download your letterhead template.</a></li> <li>● To order letter-sized envelopes or note cards, please send your request to irene.lim@sentemortgage.com. Quantities for each will be ordered as follows:               <ul style="list-style-type: none"> <li>○ Envelopes: 50-150</li> <li>○ Note Cards: 200</li> </ul> </li> <li>● <a href="#">Click here to view envelope and note card examples</a></li> </ul> <p><b>Key Deadlines:</b></p> <ul style="list-style-type: none"> <li>● Envelopes/cards will be ordered within 3 business days of request.</li> <li>● Once ordered, typical delivery time is 5-7 days.</li> </ul>
<p><b>All requests should contain the following information:</b></p> <ul style="list-style-type: none"> <li>● What is needed/requested</li> <li>● Priority of request (high, medium, low)</li> <li>● Date the request needs to be completed by/deadline, keeping all key deadlines stated above in mind with regards to turnaround time</li> <li>● Any accompanying forms/templates with all content needed to execute on request</li> <li>● All marketing materials and content must have final approval by the marketing team before rolling out.</li> </ul> <p><b>Who is responsible for payment?</b></p> <ul style="list-style-type: none"> <li>● All costs associated with envelopes, stationery, and note cards will be expensed at the branch level.</li> </ul>	

***NOTE: All marketing materials and content must be reviewed and approved by Sente marketing. This also includes any marketing materials requested or created outside the Sente marketing department.***

<b>STANDARD MARKETING BUSINESS PRACTICES</b>	
<b>1. Sente Swag</b>	<ul style="list-style-type: none"> <li>● New hires may be provided with the following items (items provided could vary depending on level of hire):               <ul style="list-style-type: none"> <li>○ Sente values t-shirt</li> <li>○ Sente polo</li> <li>○ Koozie</li> <li>○ Laptop bag</li> </ul> </li> <li>● To order additional* Sente swag items, you can utilize the following sites:               <ul style="list-style-type: none"> <li>○ <a href="http://www.SenteSwag.com">www.SenteSwag.com</a> for BULK order items</li> <li>○ <a href="http://www.SenteStore.com">www.SenteStore.com</a> for ONE-OFF items</li> <li>○ Make sure you plan ahead for shipping times as these can vary from 5-10 business days.</li> </ul> </li> </ul> <p><b>Who is responsible for payment?</b></p> <ul style="list-style-type: none"> <li>● The marketing department will incur the cost of the first set of Sente Swag ordered and provided at onboarding.</li> <li>● All costs associated with individual mortgage bank or branch swag will be expensed at the branch level.</li> </ul>
<b>2. Websites and Reviews</b>	<ul style="list-style-type: none"> <li>● Mortgage Bankers are provided with a website.</li> <li>● Send any website edit request (Ex: ph# change, office hours, bio update, etc.) to <a href="mailto:conciierge@sentemortgage.com">conciierge@sentemortgage.com</a>.</li> <li>● Facebook, Google Business and Yelp reviews are moderated and linked to your Sente Mortgage website</li> </ul> <p><b>Key Deadlines:</b></p> <ul style="list-style-type: none"> <li>● Requested website edits, if approved, will be made within 24-48 hours of request.</li> <li>● New reviews are populated to the Mortgage Banker's website every Monday.</li> </ul> <p><b>Who is responsible for payment?</b></p> <ul style="list-style-type: none"> <li>● Individual websites that are created, designed and delivered are included in the digital marketing package that is paid for by the mortgage banker each month.</li> <li>● Branch website creation and maintenance are provided and maintained by the marketing department.</li> </ul>

**STANDARD MARKETING BUSINESS PRACTICES (CONT.)**

**3. Headshots**

- When possible, Sente will take headshots for mortgage bankers. This can be done in Austin, at a company event, or if the marketing team is in your area.
- If the marketing team is not able to take the headshot due to geographic constraints, the mortgage banker is responsible for getting a headshot at their expense that meets the headshot standard at their expense.
- Marketing does not cover headshot photo costs.
- Photos need to be .JPG, .GIF, or .PNG formats.
- We recommend the following guidelines when having your headshot done:
  - Wear a navy or black jacket with a white shirt - preferably with a collar.
  - Ladies if you don't have a navy or black jacket please wear a black or navy shirt or dress.
  - Please note loud prints do not photograph well, and will date photographs. No ties, please! We want you to look professional and relatable.
  - Photos will be taken from the waist up and cropped.
  - Headshots should focus on head and shoulders and be angled, and photos will be taken from the waist up and cropped.
  - The subject should be wearing modern, fresh, professional dress.
  - Natural looking, with natural make-up, nice smile, appearing friendly and likable.
  - Fresh white or light background, good use of light, clear, and show personality.

● **Examples:**



**Who is responsible for payment?**

- All costs associated with headshots will be expensed at a branch level.