



Sente
MORTGAGE

**COMPLIANCE FOR
MARKETING
GUIDE**



STATE LICENSE INFORMATION: AR - LICENSE #109143 | CO - REGISTERED IN NMLS | LA - LICENSE #132111 | TN - LICENSE #143118 | TX - LICENSE #132111 | IA - LICENSE #2019-0026 | OK - LICENSE #132111 | KS - LICENSE #0025618

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SAFE ACT

To comply with the SAFE act, and other regulations that deal with mortgage advertisements, it is recommended you include (at a minimum) the following components on all advertisements.

- The full legal name of the mortgage company
- The NMLS ID of the company
- Full, physical business address
- The name of the originator as it appears on the NMLS website (no inappropriate titles (“financial advisor, counselor, credit repair specialist, etc.”))
- The NMLS ID of the originator
- The Equal housing opportunity logo.

The following statement will be used in conjunction with a document referencing pricing/rates, etc.

Sente Mortgage is an Equal Housing lender. The information is subject to change without notice and mortgage products displayed are subject to credit approval, change and availability. The actual mortgage product you qualify for will depend upon the appraised value of the home, your credit score and other considerations. This is not an extension of credit or commitment to lend. To learn more about Sente’s products, or if you wish to be removed from this distribution list, contact Sente Mortgage.

ECOA

When picking images to include in your ads, strive to represent the entire population in your market area, including a variety of ages, races, and genders. Unfair marketing that does not appeal to all your customer segments or that inadvertently excludes certain people consistently can cause issues for discriminatory advertising practices.

UDAAP

Always be truthful and accurate in mortgage marketing. Providing false information about products, services and features, or withholding information that a reasonable consumer would want or need to know should be avoided whenever possible. Not only can this deceive consumers, but it violates the Dodd-Frank Act and Section 5 the FTC Act. Both laws prohibit Unfair, Deceptive, or Abusive Acts of Practices (UDAAP).

Truth in Lending Act, Reg Z Advertising Disclosures

- If ad refers to finance charge, then the term “Annual Percentage Rate” would apply
- If APR increased after close, ad must state the fact
- If ad is for credit, the ad shall not state any other rate, except that a simple annual rate that is applied to an unpaid balance may be stated in conjunction with but not more conspicuously that the annual percentage rate
- Triggering terms that require “Special Disclosures:”
 - Amount or percentage of any down payment
 - Number of payments or repayment period. Example: “30-year mtg loans” or “60 low monthly payments”
 - Amount of any payment
 - Amount of any finance charge
- “Special disclosures” include:
 - Amount or percentage of any down payment
 - Terms of repayments which reflect repayment obligations over a full term of loan, including any balloon payments
 - The “annual percentage rate” using that term
 - If rate may be increased after consummation, state the fact

Special Disclosures Example- Triggering term “percentage of down payment” listed in advertisement.

- On a purchase price amount of \$300,000 for a loan term of 360 months with a 5% annual percentage rate and a down payment of 20%, the monthly payment will be approximately \$2,000 per month principal and interest. Interest rate may or may not vary.

Prohibited/Misleading Acts

- Suggesting or hinting at government endorsement. You should never mislead consumers to believe that you are somehow affiliated with, or endorsed by, the government.
- False claims of “no fees” being charged. If you have an advertisement that claims no fees are charged on the loan, but you later charge fees.
- Using the word “fixed” in a misleading manner. If you’re advertising an adjustable-rate loan product that starts off with a fixed rate for three years, you can’t really call it a “fixed-rate loan.” It’s an ARM with an introductory rate.
- Advertisements that create a false impression that the mortgage lender is a “counselor” for the consumer (“financial advisor, counselor, credit repair specialist, etc.”)

Website Best Practices

- Advertisements should be representative of what the customer would experience if they were physically in your branch.
- No exemption from disclosing required advertising disclosures on website but can link a customer to other pages within the website that provides the fully required disclosures.
- Equal Housing lender logo should be located on the home page and all pages that advertise home lending.
- Privacy notice should be accessible on your home page.
- Website should not discourage applicants on any prohibited basis.
- Website disclosures should be reflective of what we are offering as a company.

Social Media Best Practices

- Content should reflect the values of the company.
- Don’t use another’s content without attributing it to the source of before verifying its accuracy.
- Be respectful.
- We are held legally liable for anything we post online, including comments and replies.
- Never post rates of any sort.
- Sharing posts around community is encouraged, especially related to realtors and real estate agents. However never endorse other brands, companies or products.
 - Example: On National Pancake Day, do NOT endorse IHOP.

Any questions or concerns? Please email Concierge for the Compliance team to review any materials you have questions about or actions you’re considering taking.