**11.1.6 Improvement Programs**

1. Consumer Foreclosure Alternatives Disclosure  
   This product consists of a DVD and manual provided to the homeowner describing the alternatives and the consequences of each alternative. It is played for the homeowner by the Realtor prior to listing the property. An acknowledgement of receipt is obtained. Additionally it is referenced in the first Quality Assurance/Customer Satisfaction questionnaire.
2. Quality Assurance & Customer Satisfaction Questionnaire  
   In order to assure that all of the constituent parts of the system work to the satisfaction of the homeowner, we provide a mail and web-based questionnaire regarding issues of communication, care, courtesy, etc. We also ask whether the disclosure DVD was played and all questions in the manual/workbook answered. The questionnaire is handled and reported by QSC, a leading consumer assurance company.
3. Online Offer Management System (OOMS)  
   A real source of duplicity in the short sale process is in handling of offers from brokers other than the listing agent. The temptation to discard offers is always present, especially if the listing agent is the gatekeeper for the information and an artificially low sale price works agent and associates’ advantage (e.g. flipping a property).OOMS allows outside brokers to submit their offers independently and directly. The URL where the online system resides will appear in every listing in the MLS. The offers are immediately available to the asset manager for review. Since the HAFA guidelines disallow counter-offers to an offer that meets its requirement unless there are multiples, this system will give Bank of America a chance to counter-offer over the approved amount when there are in fact multiple offers. Using this system means that no offers are screened.
4. Required Buyer Pre-approval by Bank of America   
   Not every offer submitted is authentic or has a properly approved buyer. We can ask that every buyer offer is accompanied by an approval letter from a Bank of America loan officer. This will aid in an effort to make the best choice among buyers and decrease the fall-out rate.
5. Brokerage Controlled Agent Population  
   Listing agents are normally drawn from a general pool of unknown Realtors. It is much like using a dart and the yellow pages. We have assembled and have contractually controlled arrangements with powerful real estate firms. They provide management, and administrative and marketing support to the program. We will also provide tracking and reporting of all marketing. Each brokerage will use Asset Plan USA to make sure its agents are trained to the highest standards. Each brokerage will provide a Project Manager for our program who will provide accountability and oversight.

There are two Project Managers, one for the Listing agent team and another for the Buyer-side agent team.

Quantum Default Services, through their partner QuREOs, Inc., manages quality assurance by providing training and oversight for the internal project management team within the brokerage. We monitor their results and provide weekly feedback sessions. We will closely track the results of the listing agents to maintain high standards of performance.

1. 800 Number and In-bound Call Center  
   Every For Sale sign will have an 800 number on it for the buyer-consumer to call. The call will be answered by a professional call center that then makes an appointment for the buyer prospect. The prospect is handed off to a Realtor on the brokerage Buyer-Side agent team. To assure that all buyers have an equal opportunity to buy a property, Listing Agent teams are kept separate from Buyer Agent teams.

The internal Project Manager for the Buyer Agent team monitors and tracks the results of his or her individual Realtors. This allows us to keep close track of results. Underperforming agent can either be retrained or removed from the team.

1. Loan Capture  
   Because of our close management of buyer-side agents, we can assist in loan capture opportunities for Bank of America mortgage agents. We know that the buyer’s choice of a loan agent happens early in the process. The Realtor has influence with the buyer in that choice. We can ask the Realtor to connect the buyer with a Bank of America loan agent immediately so the loan agent becomes anintegrated part of the buyer’s team. The capture rate is many times more when introduced early rather than as a requirement at the presentation of an offer.