

# What is ADvantage?

**ADvantage** is our Partner Loyalty Program. It is designed to reward partners' commitment.

**How it works:** Earn Loyalty Points and redeem them for valuable rewards and exclusive gifts.

**Who can participate:** The ADvantage program is available to all approved AD Mortgage partners.

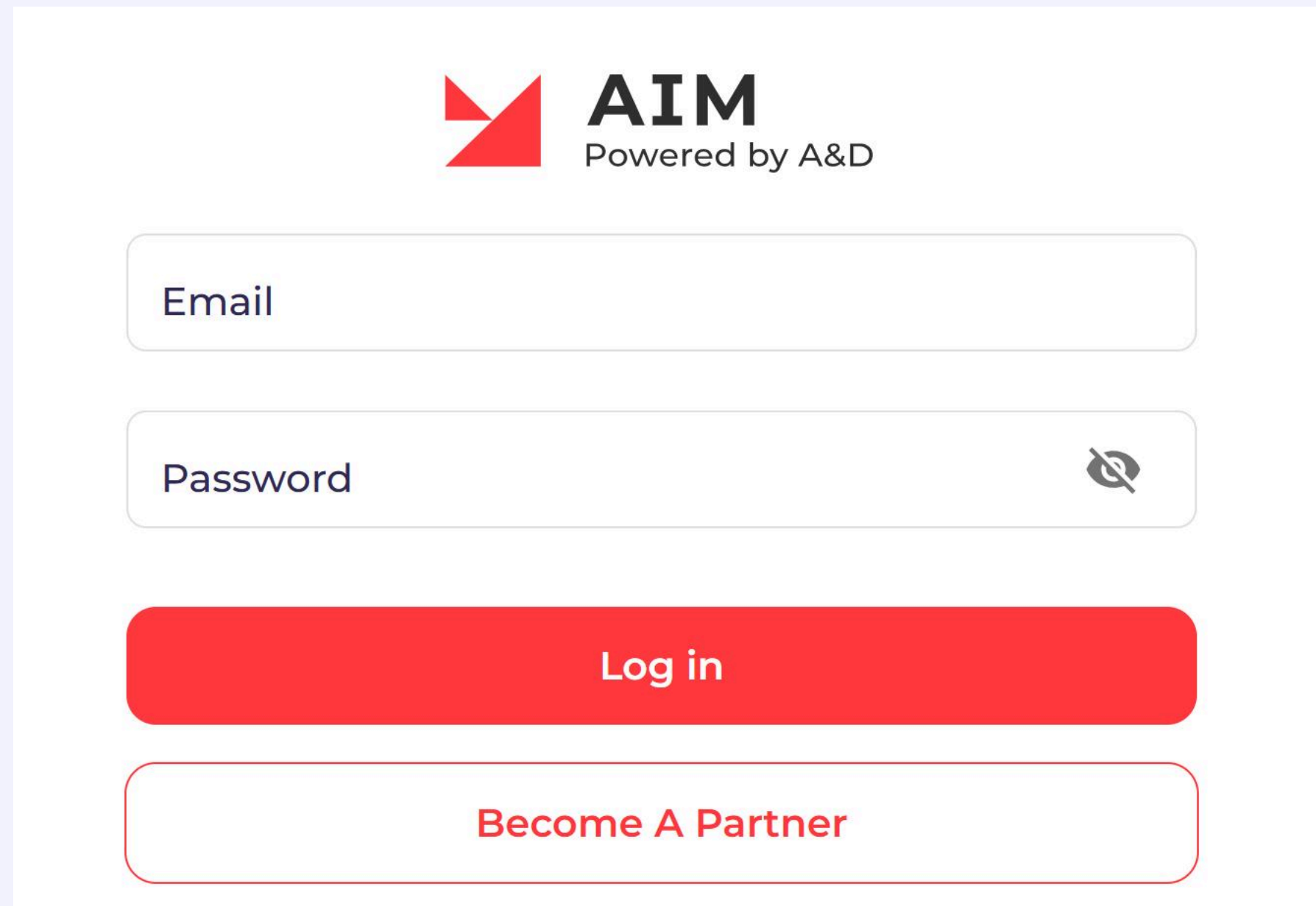
[Visit AD Mortgage](#) 



# How to Start?

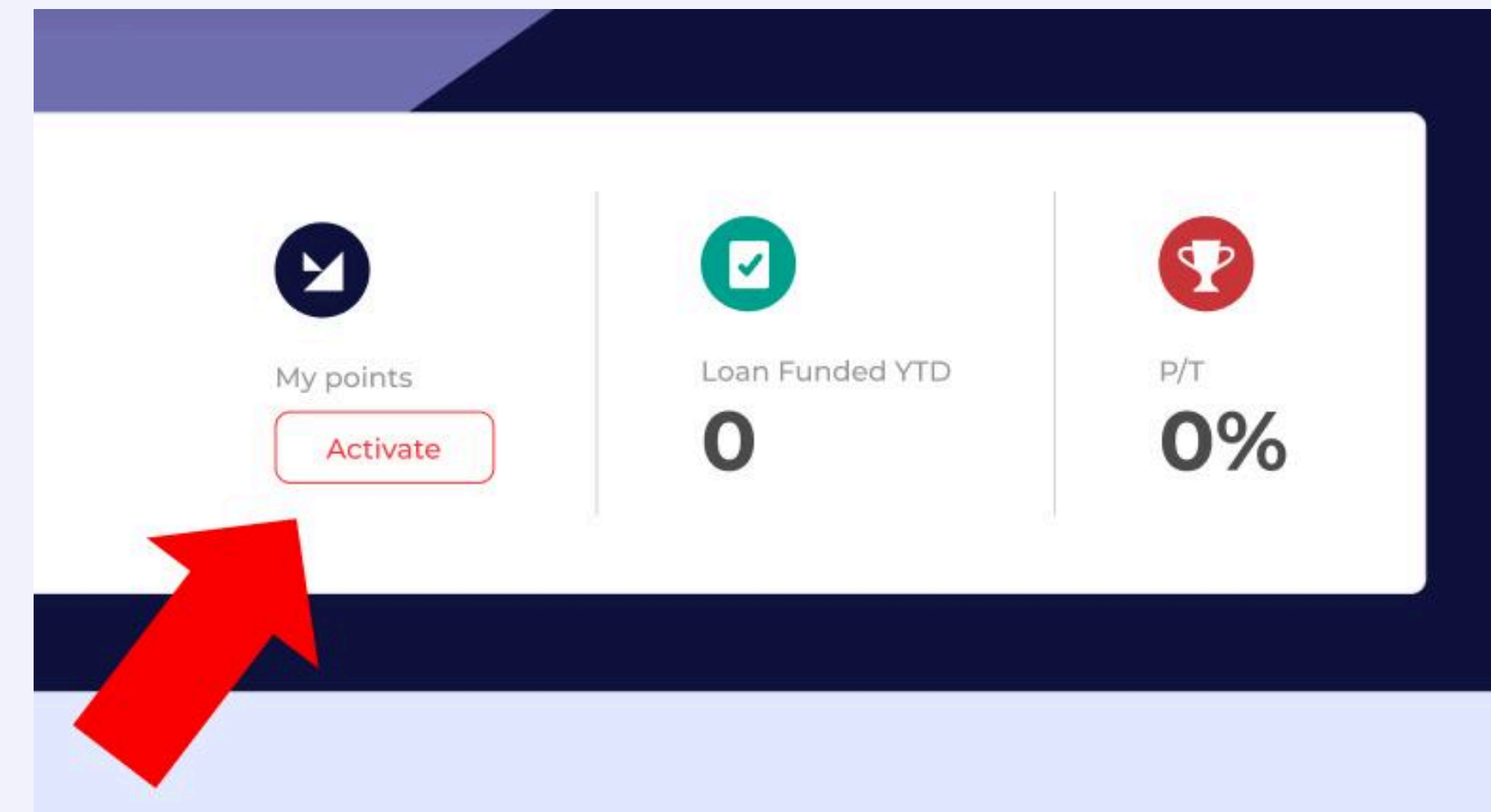
Activate your loyalty program account in two simple steps:

1. Go to the AIM Partner Portal and log in:  
<https://aim.admortgage.com/home>



The image shows the login page for the AIM Partner Portal. At the top left is the AIM logo, which consists of a red stylized 'A' followed by the text 'AIM Powered by A&D'. Below the logo are two input fields: 'Email' and 'Password'. The 'Password' field has a small eye icon to its right. Below the input fields is a red button labeled 'Log in' and a white button with a red border labeled 'Become A Partner'.

2. Click the «Activate» button or the «CRM/Loyalty» button in the top menu:



# How to Earn Points?

There are several ways to receive points in the program. They are earned by engaging with AD Mortgage, including closing loans, attending training webinars, and connecting with us.

## Close Loans Faster & Earn Extra Points

### Close Loans

Closing loans is the primary way to earn points. Each successful loan closing earns a base number of points credited to your ADvantage account.\*

### Faster Clear-to-Close (CTC) Timelines

Earn extra points for faster loan funding. The quicker a loan reaches CTC status, the more additional points you will receive.

### Reduced Underwriting (UW) Touches

Maximize your point earnings by minimizing underwriter file reviews. Receive additional points for fewer UW touches during the file review process.

### Self-disclosures

Complete your Initial Disclosure package to earn extra points for your expertise.

\* Your rewards for closed loans are sent to you automatically each month.

# How to Earn Points?

## Learn & Earn

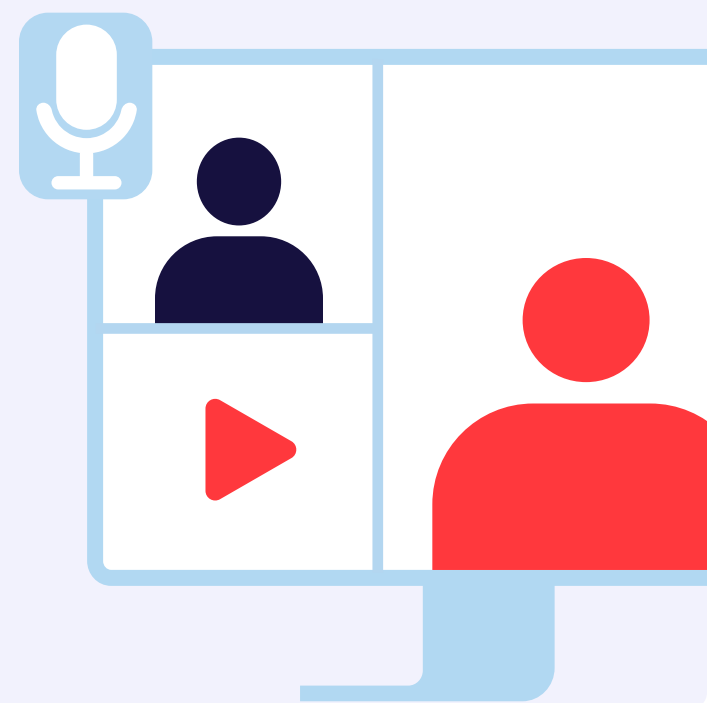
### Attend Onboarding Webinars and Trainings

Earn rewards for attending AD Mortgage's introductory webinars and trainings on loan products or the loan origination process.



### Attend an Educational Webinar

Each educational webinar you attend live will earn you additional points.



## Follow & Earn

### Follow us on LinkedIn

Earn a one-time reward for following our AD Mortgage LinkedIn page (share your link to claim it).

### Sign Up for Our Newsletter

Subscribe to our updates and claim your reward for staying engaged.

### Refer a Company

Receive a referral bonus by introducing mortgage brokers to AD Mortgage.

### Suggest an idea

We value your feedback. Let us know how we can improve our services and products, and we will reward you with Loyalty Points.

# How to Redeem Points?

Once you accumulate points, you can redeem them for rewards that enhance your service offerings or for exclusive gifts.

## Save Money for Your Client

Use your ADvantage points to offer your clients cost-saving options:

### Appraisal Credit

Use points to cover a portion of the appraisal cost.

### Free Lock Extension

Use points to extend lock periods, ensuring your clients the best rates possible.

### UW Fee Waiver

Redeem points to waive the underwriting fee on your loan.

## Get More Control & Close Faster

### Rush on Closing

In time-sensitive situations, use your points to activate the Rush on Closing option. This prioritizes your client's loan file and expedites the closing process.

## Get Exclusive Gifts

Use your points to demonstrate your commitment to the industry with exclusive AD Mortgage merchandise.



Mortgage Expert T-Shirt

Partner Wellness Kit

Power of Yes Branded Cap

# Other Tools

We are constantly enhancing our technology to provide you with the best experience, a streamlined loan process, and industry-leading turn times. Explore all the tools we offer to ensure you're always ahead of the competition.



## AIM: Enhanced Broker Portal

AIM, our new enhanced version of the Partner Portal, streamlines your experience with all operations at your fingertips, an easy-to-use intuitive interface, free POS, and integrated AI technology to manage your pipeline without any hassle, our new enhanced version of the Partner Portal, streamlines your experience with all operations at your fingertips, an easy-to-use intuitive interface, free P OS, and integrated AI technology to manage your pipeline without any hassle



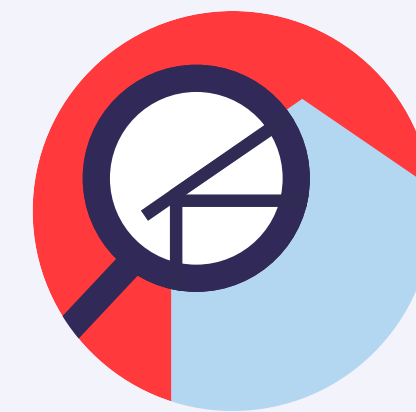
## LEADer CRM

LEADer, a brand-new CRM for our partners, allows you to manage and track your client interactions, as well as leverage personalized marketing tools. This robust system optimizes your workflow so you can focus on what matters most, helping your clients achieve their dream of homeownership.



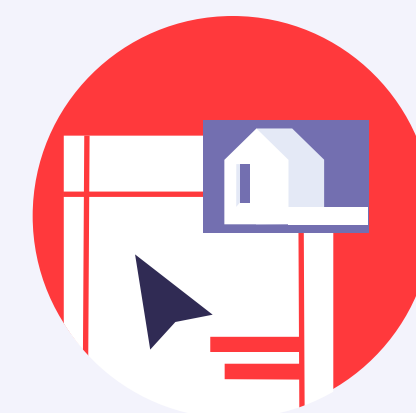
## Quick Pricer

The AD Quick Pricer online tool helps you provide your clients with fast and reliable loan pricing that will help find the best loan option for any borrower.



## AD Appraisal Center

AD Appraisal Center is a comprehensive resource for ordering and tracking appraisals. It connects you to a nationwide network of qualified appraisers, ensuring smooth and efficient appraisal experience.



## AD Studio

The AD Studio platform offers a variety of templates and tools to help you create custom flyers, brochures, and social media content, and other professional marketing materials to support your business.

Thanks for choosing AD Mortgage as your mortgage partner. We're dedicated to your growth and excited to reward your dedication with our ADvantage Loyalty Program.

We're constantly adding new ways to earn and redeem points, so be sure to check back often!

[AIM](#) 

Please note that this brochure provides a general overview. For complete program details, including specific point values and redemption requirements, please visit the Loyalty Program page.

