

What is ADvantage?

ADvantage is our Partner Loyalty Program. It is designed to reward partner commitment.

How it works: Earn Loyalty Points by engaging with AD Mortgage 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>



Log in

Become A Partner

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



Activate

My Points



0

Funded loans



0%

Pull-through ratio

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**
- **Reduced Underwriting (UW) Touches**
- **Self-Disclosures**

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

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

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

Convert & Close with LEADer CRM

Complete the full loan journey using LEADer CRM for an extra reward.

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

How to Earn Points



Contribute & Earn

Complete a Survey

Help us improve by sharing your feedback on topics that interest you.

Share Your Success Story

Tell us about your experience using our services. Your feedback helps us grow, and you'll earn reward points for your contribution.

Join Our User Study

Participate in a short research session to help us improve our products and earn rewards for your time.

Suggest an Idea

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

Share Your Insights

Share your expertise with our blog audience and earn a reward, along with public recognition and increased visibility.

How to Earn Points



Follow & Earn

Follow Us on LinkedIn

Earn a one-time reward for following the AD Mortgage LinkedIn page and sharing your link with us.

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.

Refer a Loan Officer

Earn rewards by referring Mortgage Loan Officers from your team to AD Mortgage.



How to Earn Points



Learn & Earn

Attend an Onboarding Webinar

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

Attend an Educational Webinar

Each educational webinar you attend in person will earn you additional points.



How to Redeem Points

Once you accumulate points, you can redeem them to enhance your service offerings or receive exclusive gifts.



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**



**Branded
Baseball Caps**

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.

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.



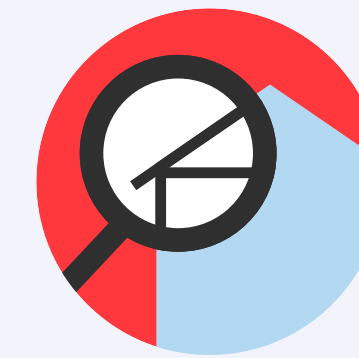
AIM: Enhanced Broker Portal

Our enhanced Partner Portal streamlines your daily operations by putting all available tools at your fingertips. With an intuitive interface, a free POS, and integrated AI technology, you can manage your pipeline with ease.



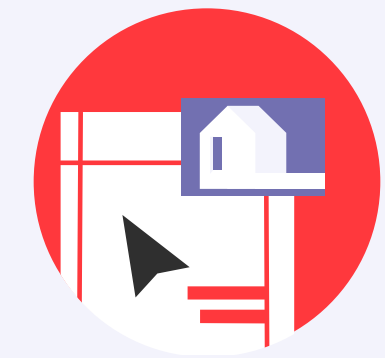
Quick Pricer

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 a 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.



LEADer CRM

LEADer, a free 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.

Thank You for Choosing Us!

As your mortgage partner, we are dedicated to your growth and excited to reward your engagement 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.

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