

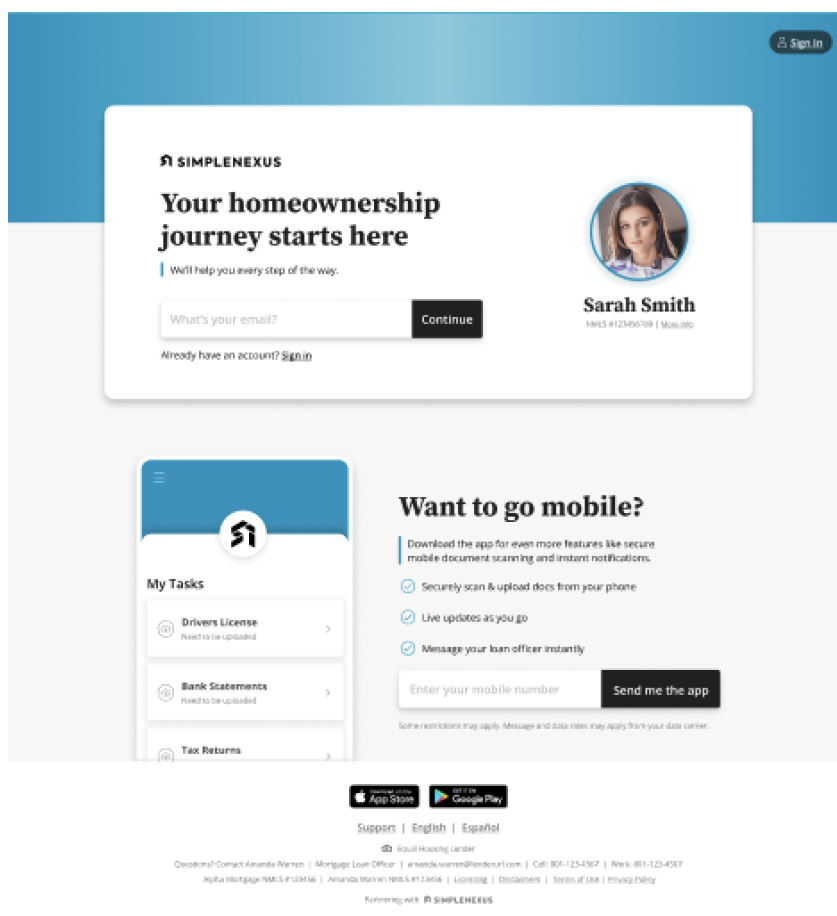
Borrower Web Landing Page Refresh

Last Modified on 08/25/2021 11:59 am MDT

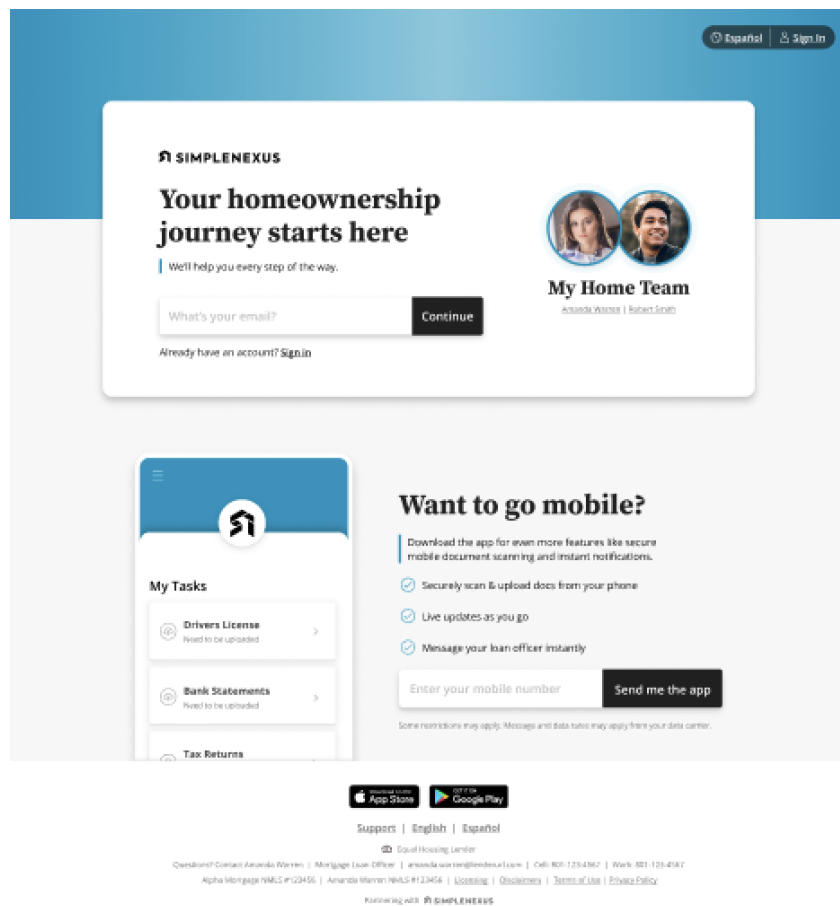
The main borrower web landing page is getting a facelift! We're updating the UI and simplifying the calls to action on the page. The UI has been a source of confusion on the borrower and client level of the current calls to action on the page, so we are working towards improving and clarifying that as we can.

What will it look like?

When it is **not** a co-branded link:



When it is a co-branded link:



FAQs

- What happened to the Refinance, Purchase buttons and link to “just looking to get connected?” - We got rid of them. With so many different possible ways a borrower could land on this page, having these calls to action tended to cause confusion. In lieu of these, we’ve decided to only have 3 calls to action: 1) input your email and we’ll get you where you need to go, 2) login, and 3) enter your phone number to have the app texted to you.
- Is the text editable? - Yes, the text for “Your homeownership journey starts here?” and the subtext is editable
- Can I add an image to the background? - Not right now. It is just the company’s default color. We do plan on allowing for uploading a picture there though.
- Is the Spanish tab at the top turned on by default? No, Spanish is not available in this version. When we turn this on for clients, we will NOT turn this on for the Spanish beta clients. Rather, we’ll wait until we have Spanish available for this new landing page, and only then will we update them.
- Will this have a feature flag? - Yes.
- Will you eventually turn this on for everyone? - Yes.
- Will there be a beta period? - Yes. We plan to have this on for a month or so before releasing GA.