

Lender Directory Template

Template #1: Use this template for multiple listings by area or contact.

SCOTSMAN GUIDE MEDIA COMPANY

www.scotsmanguide.com
22522 29th Drive SE, Suite 203
Redmond, WA 98021
425-297-6062

Scotsman | Guide
media

COMMENTS: Scotsman Guide is the leading media provider of resources and tools for the mortgage origination industry.

NY, NJ, PA 718-555-1212 Nationwide 425-984-6031

Options:
From the drop down-bar
choose: Area or Contact

Template #2: The most popular template. This version includes LO-specific contact information: area, contact name, title, phone and extension.

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media

COMMENTS: Scotsman Guide is the leading media provider of resources and tools for the mortgage origination industry.


NY, NJ, PA:
Amy Jones, Sales, x555

Nationwide:
Scott Sampson, Sales Manager, x556

amy@scotsmantest.com 718-555-1212
scott@scotsmantest.com 425-984-6031

Options:
From the drop down bar,
choose one additional
contact option:
E-mail, Cell Phone or Fax

Template #3: Use this template to display multiple numbers for each contact. LO-specific contact information includes: area, contact name, title, phone number and extension.

SCOTSMAN GUIDE MEDIA COMPANY		
www.scotsmanguide.com 22522 29th Drive SE, Suite 203 Redmond, WA 98021 425-297-6062		
		
COMMENTS: Scotsman Guide is the leading media provider of resources and tools for the mortgage origination industry.		
NY, NJ, PA: Amy Jones, Sales, x555		
Nationwide: Scott Sampson, Sales Manager, x556		
amy@scotsmantest.com	Fax 718-555-1215	718-555-1212
scott@scotsmantest.com	Fax 425-984-6035	425-984-6031

Options:
 From the drop down bar, choose two additional contact options:
 E-mail, Cell Phone or Fax

No-logo listing: Address bar is displayed horizontally and comments character length is reduced to 150 characters (vs. 300 characters with logo).

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www.scotsmanguide.com		
22522 29th Drive SE, Suite 203, Redmond, WA 98021		425-297-6060
COMMENTS: Leading provider of tools and resources for mortgage industry.		
East Coast: Fran Smith, Account Exec, x116		
	fran@scotsmanguide.com	425-297-6062
West Coast: Amy Jones, Account Exec, x117		
	amy@scotsmanguide.com	425-297-6063

Logos provide increased visibility and an expanded comment field. To add a logo to your listing, contact your sales representative.

Lender Directory Commands

Web Trail:

Use these links to go back to the Dashboard.

Directory Format:

Choose a template. Contact info varies based on template. Drop down bars offer options. Example: e-mail, cell phone, fax.

Expanded Directory:

With the addition of a logo, your directory includes: fax, e-mail and Web URL. No logo? Choose 1 out of the 3 options. To add a logo and expand contact info, call your sales rep.

Lender Type:

Choose bank, conduit, correspondent, credit co., direct lender, insurance co., investment bank, mortgage bank, other, private lender, registered fund, REIT, savings & loan, thrift & loan

My Dashboard > Edit Directory

Live Edit Edition Commercial Status: Draft

Directory Format: Template 3 Example [pdf] Option 1 E-Mail Option 2 Fax Publication Date: Dec 09

Lender Name: Scotsman Test Lender Phone: 800-297-6061 Fax: []

Address: 22522 29th Dr. SE, Suite 201 E-Mail: []

City: Bothell State: WA Postal Code: 98021 Web URL: www.scotsmanguide.com

Lender Type: Bank Asset Size (\$K): 5000 Loan Vol (\$K): 100000 Projected Loan Vol (\$K): []

Comments: Scotsman Guide is the leading media provider of resources and tools for the mortgage origination industry.

Directory Logo: [Browse...] [Upload]

Select a row to use these function(s): [Add] [Delete] [Up] [Down]

Quick Reference

Area	Contact	Title	Extension	E-Mail	Fax	Phone
WA	Amy Benson	Sales	1	amy@scotsmantest.com		206-55-2222
CA	Fran Smith	Sales Mgr	2	fran@scotsmantest.com		206-55-2223

Log out: cancels out of Lender Dashboard
SG Home: To Scotsman Guide Web site
Help: Lender Dashboard & matrix resources

Commands:

Draft: Saves work in progress. Data will **not** be sent to matrix.
Submit: Sends your changes to matrix dept.
Cancel: Eliminates current changes. Information will **not** be saved.
Preview: View your directory as it will appear in print.

Comments:

State areas of expertise, programs offered, etc.
Character Limit: 150 (no logo)/ 300 (with logo)

Row Functions for Contacts:

Add: To enter a new contact row.
Delete: Select row and click delete to eliminate the entire row.
Up/Down: Select row and click up or down to change the order of contacts.

Quick Reference: Click here for help.

Directory Logo:

Upload your company logo. To add a logo, contact your sales rep. (See PDF for logo specifications.)
Browse: your computer files.
Upload: click to import selected file.
Submit: to send into matrix.

Company Financial Info:

Asset Size, Loan Volume: state figures for last full year.
Projected Loan Volume: State figures for the current year. (Amounts are represented in thousands. Example: \$15M = 15000)