



pitchSIMPLE is one of the nation's leading mortgage loan presentation systems and the easiest to use and most time efficient **loan presentation software** ever designed.

I am able to create customized and colorful loan proposals in less than 3 minutes that can be emailed, faxed or presented face to face to our clients. I often combine pitchSIMPLE and **Jing** to create a “wow” factor for my clients. While most loan originators are sending 1003's and Good Faith Estimates, (which are confusing to read, hard to understand, and focus exclusively on the cost of the loan, not the benefits), I am able to separate myself from the crowd and provide them with a loan report chock full of the kind of information our borrowers truly want to see and need to know. Its unique style and powerful features have positioned me as a Trusted Advisor to many of my previous clients.

I emphasize “showing” rather than “telling” borrowers their options while simultaneously crafting a “customer for life” approach that leads to repeat sales and referral business from nearly every customer and pitchSIMPLE has helped me do just that.

