

The FTC recently implemented new requirements regarding Mortgage advertising. The Mortgage Acts and Practices (MAP) regulations impact **ALL** real estate professionals offering information about mortgages to clients or customers. RatePlug, worked closely with FTC specialists in order to refine their Automated Marketing System to insure all Broker and Agents using RatePlug are fully compliant with the new FTC guidelines. RatePlug has taken the following steps to protect the Broker/Agents:

Record Keeping - The new regulations specify that real estate professionals are required to save all mortgage related communications for up to 6 years from the date that the communication was made available to the consumer. RatePlug archives every lender display created on property reports as well as every property flyer generated through the RatePlug system for retrieval at a later date if necessary.

Disclaimer language- RatePlug has adopted the National Association of Realtor's recommended disclaimer and has incorporated the language into all flyers generated through our Program. This disclaimer is simple and clear specifying that the Broker/Agent is not a mortgage lender and directs the customer to contact the lender directly with mortgage related inquiries.

RatePlug guarantees that Broker and Agents using RatePlug are fully compliant with the new FTC guidelines.

### What's Great about RatePlug?

**RatePlug helps sell homes faster**...In a study that looked at 49,775 real estate transactions in 7 major marketplaces in the U.S. (San Diego, Chicago, Washington DC, Maryland, Virginia, Delaware, Rhode Island) it was shown that Agents that are Active with RatePlug experience **an Average of a 23.71% reduction in the transaction timeline between List Date and Contract Date.** There are a variety of reasons that help contribute to this reduction (i.e.: top Agents are enrolling and using RatePlug), but the fundamental contributing factor is that "integrating real time Lending information and Loan Officer interaction at the front end of all Real Estate transactions is critical to influencing Buyer transactional decision making."

To learn about the new guidelines and how the RatePlug Program can help you [Click Here](#).