

LAUNCHPAD

A New Path Forward: Scaling the Housing Advising Sector Growing Sustainable Homeownership. Together.

Introducing Launchpad, a transformational housing counseling client-management platform for practitioners, by practitioners

It's time for an upgrade

Over a decade of working with homeowners through the recent foreclosure crisis, we've proven the power of housing counseling. Now, national lenders and investors are focusing on how to integrate our services with their platforms so even more mortgage ready borrowers can become successful homeowners. What's holding us back? The advising industry's lack of a universal technology platform that's:

- Simple to use
- Built for innovation
- Secure

A new CMS by practitioners for practitioners

Sparked by peer exchange between members of Housing Partnership Network, and fueled by our counselor-driven founding partners, Launchpad has been developed to optimize collaboration, operations, and community impact for housing advising organizations.

Features Requested by Counselors	Launchpad Version 1	Coming in 2019
Flexibility to adapt system to organizational needs and new strategic partnerships	*	
Reporting for program analysis, reflection and performance enhancement	*	
Meets HUD reporting and compliance requirements	*	
Comprehensive time-tracking and grant management	*	
Built-in and customizable Action Plans	*	
Credit Reporting through Desktop Underwriter®	*	
Integration with underwriting platforms (e.g. DU®) to support homebuyer services	*	*
Tools to support financial counseling/coaching	*	*
Consumer facing portal and connection to platform	*	*
Mortgage "marketplace" for fee for service agreements with lenders		*
Advanced business intelligence powered by Salesforce		*

Our platform of choice – Salesforce. Why Salesforce?

Salesforce is the number one cloud-based Client Relationship Management (CRM) platform in the world with over 150,000 customers spanning nearly every industry. Salesforce offers:

- Highly intuitive web interface for users and administrators
- Ability for agencies to customize and scale according to specific mission needs
- Substantial discounts for nonprofits
- Highest data security standards

We understand your needs because they're ours, too

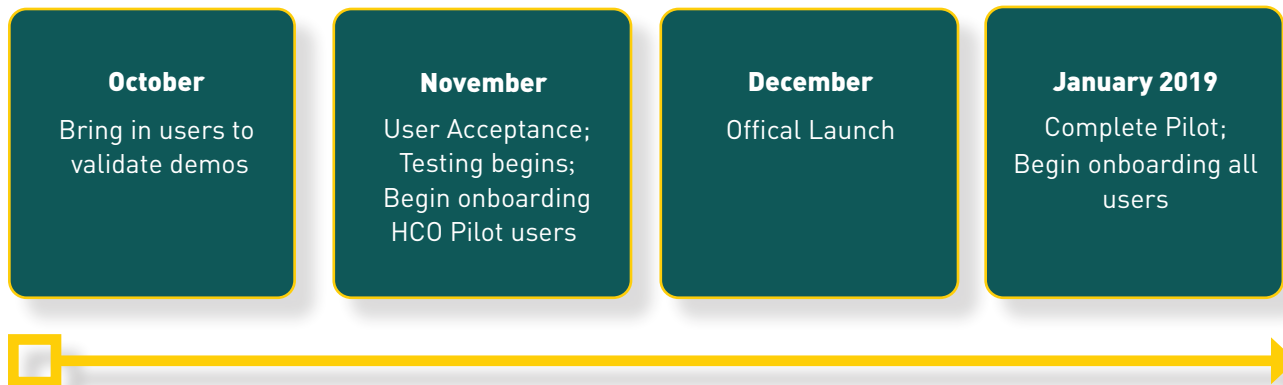
"The client's journey needs to be visible to the counselor, the organization, and its partners."

"We want collaboration: we want a learning process building on many voices to create common standards for our industry." "Increasing efficiency for better services for clients is important; we need to move faster." "I want to make decisions in REAL time and work SMART, not HARD."

We're ready to bring you on board in 2019

As part of our pledge to provide best in class customer service, all users migrating to Launchpad will receive technical support, and will be able to edit historical data in the new system.

Most users will pay a reasonable one-time onboarding fee - competitive with other products in the market - and a monthly subscription fee of \$105.



Our National Counseling Partners:



Want to learn more?

Contact: info@launchpadcollaborative.com