

BNTOUCH

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www.bntouch.com

Features and Modules Pricing

Standard Features

- Mortgage and Partner Pipeline Management
- Marketing Automation
- Lead Conversion Platform
- Borrower & Partner Portals
- Purchase & Refinance Analysis Tools
- Centralized Marketing Control
- Maia – Mortgage AI Assistant
- Maia NextStep – AI Powered Lead Scoring & Action Suggestions
- AI-Powered Content Creation
- Refinance Monitor and Miner
- Maia AI-Guided 1003 Form Fill
- BNTouch Mobile App
- Credit Pulls Integration
- Scheduled SMS
- Text & Voice Messaging (\$0.03 per SMS segment/minute of call)
- Email Constructor
- Scenario Builder
- Collaboration Tools Options
- Point of Sale with Integrated, Customizable 1003
- Checklists
- Mortgage Content Database
- Video Tool with Premade and Custom Videos Upload
- Post-Funded Follow-Up Platform
- 300+ Pre-Designed Campaigns
- Postcards Mailer
- Unlimited Document Storage
- Email and Phone Validations
- Monthly Newsletter & Weekly Market Update
- Birthday & Loan Anniversary Alerts
- Cloud Storage Integration
- Compliance Module
- Recruiting Module

Modules Included with Subscription

Maia – Mortgage AI Assistant

Intelligent assistant for reminders, auto-tagging, task management, and follow-up recommendations.

AI-Powered Content Creation

Generate emails, texts, landing page copy, and more using built-in ChatGPT tools.

MAIA AI-Guided 1003 Form Fill

Guides borrowers through every step of the 1003 with real-time help and error checking.

Rate Refi Miner (RRM)

Scans your database daily to uncover refinance opportunities based on market conditions.

Borrower & Partner Portals

Clients and partners can securely upload documents, track milestones, and stay informed.

Cloud Storage

Sync CRM documents with Dropbox or Google Drive.

BNTouch 1003 Online App

Fully customizable 1003 form in English and Spanish with Q&A formats, AI support, and LO branding.

Connect (Live Chat Widget)

Capture leads and answer questions in real time on your website.

BNTouch Video

Send branded video messages from the built-in library or embed custom/private YouTube videos.

Text & Voice Messaging

Automated SMS and voice messages as part of campaigns (billed per usage).

Social Info Bar

Automatically pulls social data (photos, follower counts) for richer contact profiles.

Maia NextStep – AI Lead Scoring & Action Suggestions

Grades and prioritizes leads based on loan data and performance, updated hourly.

BNTouch Mobile App

Access full CRM functionality, leads, campaigns, and pipeline management from your mobile device.

Email and Calendar Sync

Sync Outlook and Gmail (via Zapier) for complete calendar and contact integration.

Credit Pull Integration

Pull credit individually or in bulk, manually or as part of automated workflows.

Documents Library

Upload and share documents across your office directly within the CRM.

Marketing Control Center

Manage, schedule, and control campaigns across users and branches.

Recruiting Module

Automates recruitment processes with lead tracking and co-branded marketing.

Compliance Module

Gives compliance officers control over marketing material access.

BNTouch Video Listing

Add marketing and training videos to the CRM for internal users.

Pricing Additional Modules



BNTouch Intelligence: Listed Alerts

Stay ahead with real-time alerts when your contacts list a property. Perfectly time your follow-ups for purchase or refinance.

- Free to Enable



BNTouch Intelligence: Equity Alerts

Identify tappable equity using live home value and LTV data. Launch HELOC or cash-out campaigns at the right time.

- \$0.10 per record/month (full DB)
- \$0.20 per record/month (segmented groups)



BNTouch Intelligence: Credit Pull Alerts

Track borrower credit activity. Pull reports individually or in bulk and see results in your CRM.

- Free to enable. Usage billed by provider



White Glove Service

We manage your CRM so you can close more deals. Includes campaigns, automation, segmentation, and optimization.

- First user – \$300/month
- Additional – \$75/month (no rep)
- Additional – \$200/month (with rep)



Website Manager

Build modern websites and landing pages fast. Ideal for teams needing personalized sites.

- \$35/month base + \$10/month per user



Text & Voice Messaging

Auto-send SMS and pre-recorded voice messages as part of your campaigns.

- \$0.03 per SMS/MMS segment or call minute



Dialer by PhoneBurner

Call leads, drop voicemails, and auto-dial from your tracker.

- 1–2 users: \$125 per account/month
- 3–4 users: \$110 per account/month
- 5–9 users: \$100 per account/month
- 10+: Contact Sales



Electronic Signature

Let borrowers sign and return documents digitally.

- \$20/month per user



Surveys & Testimonials

Create custom surveys to boost performance and collect testimonials.

- \$15/month per user



Direct Mail Postcards

Send automated postcards triggered from your CRM campaigns.

- 4x6 Regular – \$0.65 each
- 5.5x8.5 Jumbo – \$0.99 each

\$50 minimum deposit required



Phone Number Validation

Helps clean phone numbers for SMS deliverability and compliance

- \$0.02 per phone number per validation



Email Validation

Scans and removes invalid/bad emails, improves delivery

- \$0.01 per email per validation