



# Builder and Borrower Engagement Playbook



## Built Introduction: Best Practices

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### Introduce Built prior to loan closing

Loan Officers are informing the borrowers and builders that the lender uses the Built platform for all construction loan draw processing. The borrower and builder execute an acknowledgement that covers the lender's draw process and Built's role; both parties are required to sign the acknowledgement.



### Welcome borrower and builder post loan closing

After the project is activated in Built a welcome call is hosted with the borrower, builder and Loan Officer. The call covers how the draw process works, as well as information about registering in Built, the advantages of draw processing in Built, training resources for Built and the Built support email and phone number. At the same time as the welcome call the Built registration email is sent to borrower and builder.



### Loan Officer supports adoption

The Loan Officers are informing the borrowers and builders that the lender uses the Built platform for all construction loan draw processing and is [highlighting the benefits of using Built](#), such as, the transparency at all stages of the project for borrower and builder as well as real-time construction project status.



### Manage pushback and objections

Highlight the efficiencies the lender has gained by using Built, such as efficiency of inspections, which has had a positive impact on how quickly the lender is able to disburse the draws to the builder and responding to communication and draws quicker than email and phone. Accept one draw over email/phone, and advise the next one must be submitted through Built and host a screenshare if possible. If there is additional push back reference the acknowledgment they signed as a reminder that we made sure they were aware in advance the lender is utilizing the Built platform and of how the draw process works.

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### **Prepare to field system questions**

Leverage training [resources](#) to help borrower and builders navigate the system. The borrowers and builders have ability to access Built Support by email ([support@getbuilt.com](mailto:support@getbuilt.com)) or phone (800-655-8138) and this information is included in the welcome email sent to them.

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### **Encourage collaboration through the platform**

By driving collaboration in the platform, all stakeholders have the same location and transparency to view draw requests, inspections, and pending draw authorizations. Use Comments in Built to communicate with the borrower and builder, including notifying both borrower and builder that the draw is pending borrower authorization so that there is full clarity on draw status.

## Built Introduction: Resources

Welcome Email Templates and FAQ & Acknowledgment Samples for your builders and borrowers



### Acknowledgment/FAQ Template

An acknowledgment or Frequently Asked Question (FAQ) document can be used as collateral for builders and borrowers to familiarize themselves with Built and your institution's draw process. An acknowledgment that requires a signature line can assist in escalated conversations. Best practice is to have an acknowledgment executed pre-loan closing and an FAQ delivered after the welcome call.

### Frequently Asked Questions (FAQ):

- **How do we get started?**
  - It is important to activate your account in Built as soon as possible! Once active, you will have visibility into the project and be prepared for streamlined draw requests and funding.
  - We encourage all users to view the free on-demand training videos here <https://getbuilt.com/borrower-portal-resources/>
    - Account Activation
    - Platform Navigation
    - Loan Overview
    - Requesting Draws
- **How do I submit a draw request?**
  - Log into Built, request funds on the project and the draw request will be initiated. You will be able to include files, receipts, and documents as well as leave comments for the lending institution, inspector, and builder or borrower.
- **How do we know if a draw is approved by the Lender and my funds are on their way?**
  - You will receive an email notification of approval.
- **Who can help me if I have questions regarding my loan?**
  - Questions regarding your loan should be directed to your Loan Officer.
  - Questions regarding a draw request should be directed to [\[draw administrator email\]](#).
- **Who can help me if I have questions regarding the use of Built?**
  - Questions regarding the use of Built can be directed to their technical support:
    - Email: [support@getbuilt.com](mailto:support@getbuilt.com)
    - Phone: 800.655.8138

### Draw Process Acknowledgment:

Please read each item and initial your understanding and agreement.

- \_\_\_\_\_ All draw requests will be submitted and authorized through the Built platform.
- \_\_\_\_\_ All draw requests will be supported by: [**list draw documentation requirements**]
- \_\_\_\_\_ [**Lending institution**] has the right to request additional draw documentation at its discretion.

## Welcome Email Best Practices



The below Welcome Email templates represent a sample email with actionable information for borrowers and builders. The email templates are best used to underscore a verbal conversation with the borrower and builder.

### Template 1 :

[Lending institution Name] is now partnered with Built, a technology platform dedicated to simplifying the construction draw process. Built assists us in streamlining communication and offers a centralized platform where draw requests can be made, approved, and funds transferred, all within their cloud-based system.

#### What's the benefit to me?

- Enhanced transparency into your project
- Reduced draw turn times
- User-friendly interface for draw requests
- Real-time collaboration with the builder, borrower, inspector, and lenders
- Digital, online experience
- Files uploaded and received securely

#### How can I learn more?

We recommend taking some time to explore Built's quick start guides and resources [here](#). If you have any questions or concerns after reviewing the materials, please don't hesitate to contact us at [\[lending institution email\]](#).

#### What comes next?

You can anticipate receiving a welcome email from Built on [\[date\]](#), containing instructions to activate your account. If you are already a registered Built user with another lending institution, you will continue to use your existing Built login credentials to access your [\[Lending Institution Name\]](#) portfolio.

Learn more about [\[Lending institution name\]](#) draw general processes here [\[link to lender FAQ\]](#)

## Template 2:

It was a pleasure speaking with you today. Below is a summary of the items we covered. Please do not hesitate to reach out with any questions.

As we discussed, our construction loan draw administration process is managed within Built, a technology platform dedicated to simplifying the construction draw process. Built assists us in streamlining communication and offers a centralized platform where draw requests can be made, approved, and funds transferred, all within their cloud-based system.

Please follow [these simple steps](#) to activate your Built account.

### Draw Process:

I am your main point of contact for draws and all questions regarding the servicing of your loan.

- **[Lending Institution]** uses the Built platform for draw and inspection processing and communication. This allows you as the builder, the borrower, and [lending institution] to view all information at the same time and helps us process draws faster.
- When you are ready for a draw, please log into Built. [Here](#) you will find a click through training of navigation and submission of draws.
- An inspection will be automatically ordered at draw submission. Please use the comment field in the Built platform when requesting an inspection and be sure to leave a contact name and number for the inspector. We recommend that someone always meet the inspector on site. The third-party inspectors will use the Built platform to complete draw inspections and upload their inspection reports.
- After the draw has been submitted and the inspection has been ordered, the borrower will be notified that a draw is pending their authorization. While the inspection is occurring and the borrower is reviewing the draw, **[lending institution]** will be reviewing the draw for necessary documentation and title updates, if applicable.
- Once all necessary items are received to review and approve the draw, [lending institution] will fund the draw to **[Builder, Borrower, ACH, Wire, etc]**.

We look forward to working with you and getting BORROWERS into their new home!

Thank you,