



**HomeEQ**  
Equity made easy

*HomeEQ: A Faster, Smarter HELOC for Today's Market*  
*Wednesday, March 11, 2026, 2:00pm – 3:00 pm EDT*



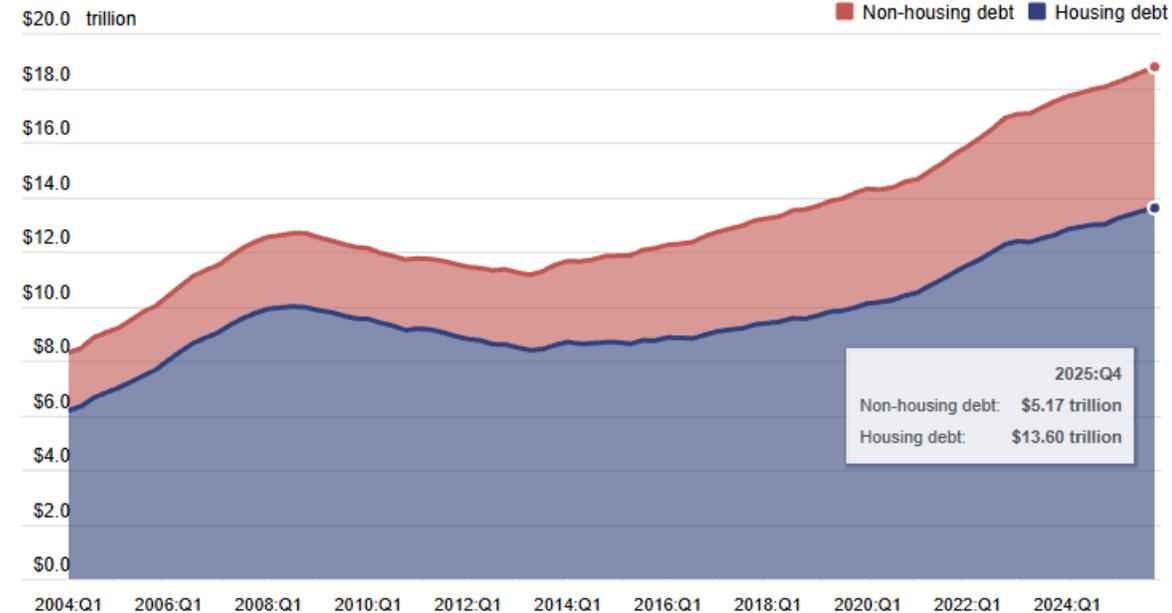
# Home Equity Market Conditions

We are in a perfect environment for a successful Home Equity Product!

- **Consumer Debt is at an all time high; high rates on credit card debt**
- **Available Equity in customer's homes still remains high**
- Customers don't want to lose their **low interest rates locked in on their 1<sup>st</sup> mortgage**
- Current mortgage **interest rates remain higher than expected**
- World Headline News makes **customers nervous and want to sit tight**
- **Customers are still out there but the target has shifted. *Have you shifted your approach?***

- ✓ **2/2026 Fed Reserve Bank of NY reports total household debt increased by \$191B, to \$18.8 Trillion in Q4/2025.**
- ✓ **Aggregate delinquency worsened in Q4/2025**
- ✓ **Credit Card Balances rose by \$44B in Q4/25 now total \$1.28T; up 5.5% over 2024.**
- ✓ **Consumer Finance Loans and retail CCs rose by \$14B; total \$564B**
- ✓ **Student Loan balances rose by \$11B; total \$1.66T**
- ✓ **Balances on HELOCs rose by \$12B, the 15<sup>th</sup> Consecutive Quarterly increase; \$433B now in outstanding HELOC balances**
- ✓ **entering 2026, Homeowners held \$16.9T in equity; \$11T tappable**

Total Debt Balance

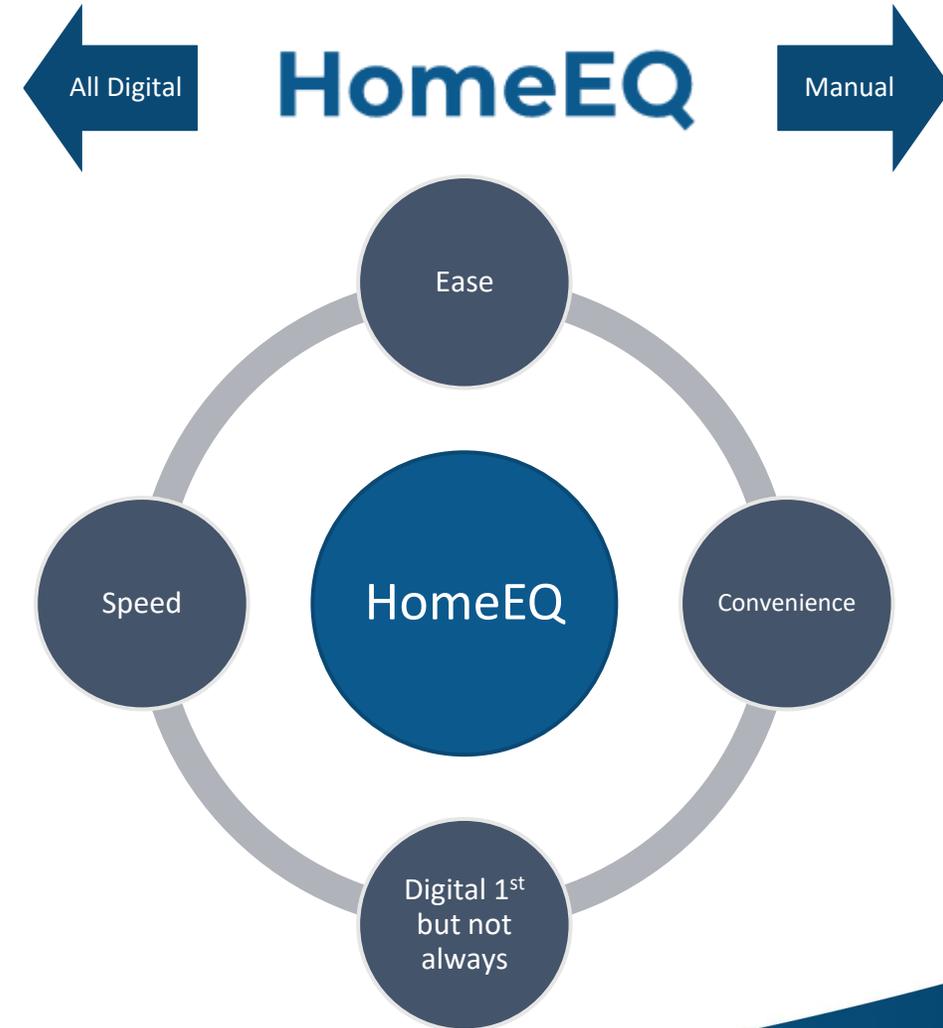


Source: FRBNY Consumer Credit Panel/Equifax

# HomeEQ- Understanding our Value Prop

## *Speed, Ease, and Convenience!*

- **Customers will always have cash needs**, and you can help the borrower get \$\$\$ fast!! Funding in just a few days!
- Brokers get paid fast too! **Comp of 200 bps**
- **Digital First, but not always.** We have a great process to offramp a customer **from the digital path into a manual review** when needed
- An AVM and soft credit is pulled upfront with **just basic information**
  - Name, Address, Email, DOB, **(NO upfront SS# required)**
- Within a few minutes, **the broker is now empowered** with pricing and a real offer for their customer
- Our **Pricing is PHENOMENAL!**
- Use the HELOC as a **reason to call; bringing value** to your customers and realtors



HELOC Adjustable Rate

Occupancy	Purpose	Units	Maximum HELOC Line Amount	Maximum Combined (1 <sup>st</sup> lien UPB + HELOC Line) Amount	Minimum FICO	HCLTV	Maximum DTI
Primary Residence	Cash-Out	1	\$350,000	\$3,000,000	740	75%	50%
			\$300,000	\$3,000,000	740	80%	
			\$250,000	\$3,000,000	700	80%	
			\$200,000	\$3,000,000	680	80%	
			\$125,000	\$3,000,000	660	80%	
			\$125,000	\$3,000,000	640	75%	
Second Home	Cash-Out	1	\$300,000	\$2,000,000	720	75%	50%
			\$200,000	\$2,000,000	700	70%	
			\$150,000	\$2,000,000	680	65%	
Investment Property	Cash-Out	1	\$300,000	\$2,000,000	720	75%	50%
			\$200,000	\$2,000,000	700	70%	
			\$150,000	\$2,000,000	680	65%	

- ✓ **Up to 50% DTI (customers can pay off existing consumer debt during the process)**
- ✓ **Loan amounts \$25k to \$350k (Primary Home)**
- ✓ **Loan amounts \$25k to \$300k (2<sup>nd</sup> home or NOO)**
- ✓ **Starts with an AVM but you can upgrade to a full appraisal if needed**
- ✓ **Currently we need to be in 2<sup>nd</sup> lien position; 1<sup>st</sup> lien HELOCs are coming soon!!**
- ✓ **can't payoff existing liens; coming soon!!**

# HomeEQ

# Product Highlights

<b>Loan Terms</b>	5-yr, 10-yr, 15-yr, 20-yr, 30-yr 3- or 5-year Interest Only draw period options available (+ .25 added to rate for 5 yr)
<b>Broker Compensation</b>	<b>200 bps for all HELOCs</b> except for homes listed for sale which is 50 bps
<b>Home Listed for Sale</b>	<b>you can offer a HELOC on a home listed for sale in certain states without an EPO!</b> <b><u>Eligible for these States with a 2.99% origination fee:</u></b> AK, AL, AR, AZ, CA, CO, CT, DE, FL, GA, ID, KS, KY, LA, MA, ME, MI, MN, MS, MT, ND, NE, NH, NJ, NM, NV, OK, OR, PA, RI, SC, SD, VA, WI, WV, WY
<b>HomeEQ Ineligible States</b>	HI, IL, MO, NY, TN, TX, UT, VT
<b>Valuation Method</b>	AVM to start; Full Appraisal available if needed
<b>Property Types</b>	1 Unit SFR, PUD, Condos (Detached, Attached), max 10 acres <b>***No Condo Questionnaire Required***</b>
<b>Schedule a Demo:</b>	<b>lmalone@archome.com</b>
<b>Title Seasoning / Min Credit Score / DTI</b>	6 months / 640+ / 50%
<b>Target Self Employee Borrowers</b>	<b>Large Opportunity with S/E Borrowers!</b>

*“Most loan officers are sitting on a database full of homeowners with significant equity. If just **5% of your past clients accessed their equity**, that could mean **\$60,000+ in additional income** without buying a single new lead.”*

## HELOC Opportunity in Your Database

### Step 1: Start with Your Database

Most loan officers have **300–800 past clients** or a lead list.

Example: **500 past clients**

### Step 2: Assume Only a Small Percentage Use a HELOC

*You don't need a big conversion rate...*

If just **5%** of your past clients opened a HELOC:

**$500 \times 5\% = 25$  HELOCs**

### Step 3: Use a Conservative Average Loan Amount

Average HELOC loan size: **\$125,000**

Total HELOC volume:  **$25 \times \$125,000 = \$3,125,000$**

### Step 4: Calculate Your Income

If compensation is **200 bps (2%)**

**$\$3,125,000 \times 2\% = \$62,500$**

## The 3 Easy Ways to Generate HELOC Business from your Database

### 1 The Annual Equity Checkup

Reach out to past clients once a year to review their **home value and available equity**.

Simple message:

“Hi [Name], I’ve been reviewing home values in your neighborhood, and many homeowners have built significant equity. If you ever want to explore options to access it for renovations, debt consolidation, or investments, I’d be happy to run the numbers for you.”



**Why this works:**

Many homeowners **don’t realize how much equity they have**.

### 2 The “Home Improvement Season” Campaign

Spring and summer are when homeowners think about **renovations and upgrades**.

Marketing ideas:

- Email: *“Thinking about upgrading your home this year?”*
- Social media posts about **using equity for renovations**
- Short videos explaining **how HELOCs work**



**Why this works:**

It aligns with **what homeowners are already thinking about**.

### 3 The Credit Card Debt Conversation

Many homeowners carry **high-interest credit card balances**.

Simple outreach message:

“If you’re carrying higher-interest debt, sometimes home equity can be used to consolidate it into a lower rate. If you'd ever like to explore options, I’m happy to help.”



**Why this works:**

It positions you as a **financial resource**, not just a mortgage lender.



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# HomeEQ Pricing vs 2 Top HELOC Lenders

\$100k HELOC Line Amount, FL Property, Primary Residence, 760						
Origination Fee	55% CLTV or Less	55.01% to 60% CLTV	60.01% to 65% CLTV	65.01% to 70% CLTV	70.01% to 75% CLTV	75.01% to 80% CLTV
2.990%	6.625%	6.750%	6.875%	6.875%	7.125%	7.550%
<b>HomeEQ vs Lender A:</b>	-1.33%	-1.20%	-1.28%	-1.38%	-1.28%	-1.35%
<b>HomeEQ vs Lender B:</b>	-1.715%	-1.590%	-1.965%	-2.165%	-2.115%	-1.950%

\$100k HELOC Line Amount, FL Property, Primary Residence, 680						
Origination Fee	55% CLTV or Less	55.01% to 60% CLTV	60.01% to 65% CLTV	65.01% to 70% CLTV	70.01% to 75% CLTV	75.01% to 80% CLTV
2.990%	8.375%	8.375%	8.500%	8.625%	8.875%	11.375%
<b>HomeEQ vs Lender A:</b>	-1.13%	-1.13%	-1.10%	-1.03%	-1.03%	-0.23%
<b>HomeEQ vs Lender B:</b>	-2.065%	-2.065%	-2.040%	-2.515%	-2.565%	N/A

\$100k HELOC Line Amount, FL Property, Investment Property, 760						
Origination Fee	55% CLTV or Less	55.01% to 60% CLTV	60.01% to 65% CLTV	65.01% to 70% CLTV	70.01% to 75% CLTV	75.01% to 80% CLTV
2.990%	7.375%	7.500%	7.625%	7.625%	8.125%	N/A
<b>HomeEQ vs Lender A:</b>	-1.43%	-1.45%	-1.53%	-1.63%	N/A	
<b>HomeEQ vs Lender B:</b>	-2.965%	-2.840%	-2.815%	-3.015%	N/A	

# Let's Connect...

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- Not yet an Arc Home partner? Contact John Gibson- [JGibson@archome.com](mailto:JGibson@archome.com) to see why Arc Home is a Top-10 Non-QM lender
- Want to learn more about HomeEQ and how HELOCs are providing a new revenue stream? Email Lee Malone @ [lmalone@archome.com](mailto:lmalone@archome.com)
- Visit our Become a Partner Page for more details:  
<https://wholesale.archomellc.com/page/become-a-partner>