RETAIL PRIVATE LABEL

Setup Guide for Client Admins

Contents

MAY 20, 2025

LoanNEX
16 North Central Avenue, Saint Louis, MO 63105

Private Label Management

Notify LoanNEX to Counterparty Investor/Lender Access

If LoanNEX already has the approval of the Investor/Lender and has setup the counterparty relationship in LoanNEX, you can go to the next section.

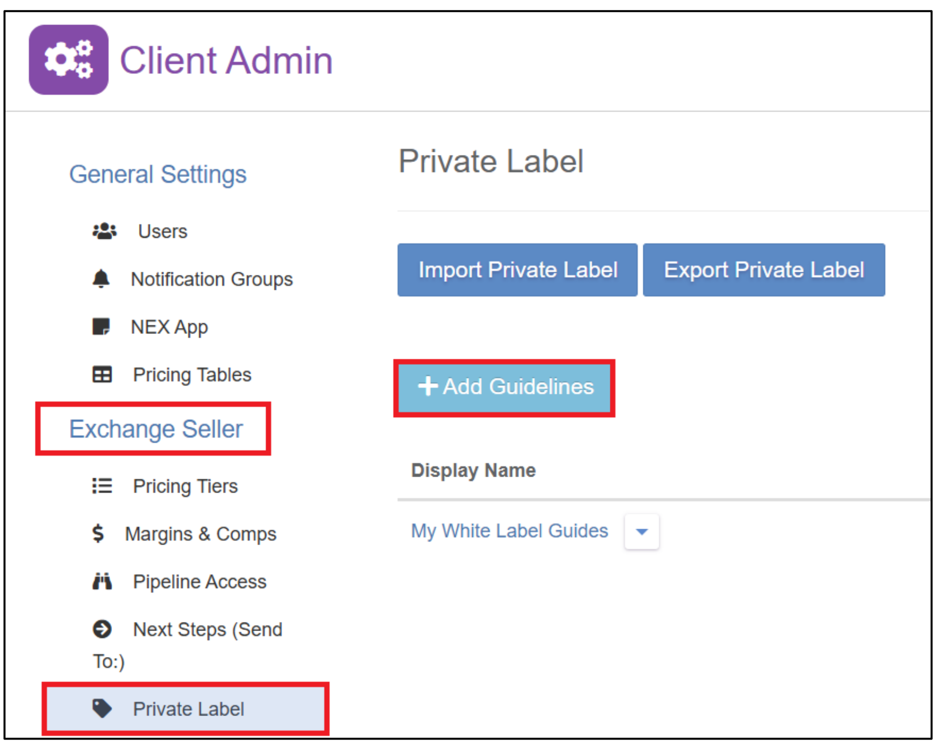
If the Investor/Lender is new to your LoanNEX setup:

1. Contact support@loannex.com
2. Provide the Investor/Lender Name and Contact Name and Email
3. LoanNEX will confirm the approval with the Investor/Lender
4. LoanNEX will counterparty the Investor/Lender to your Retail Account and notify you once complete

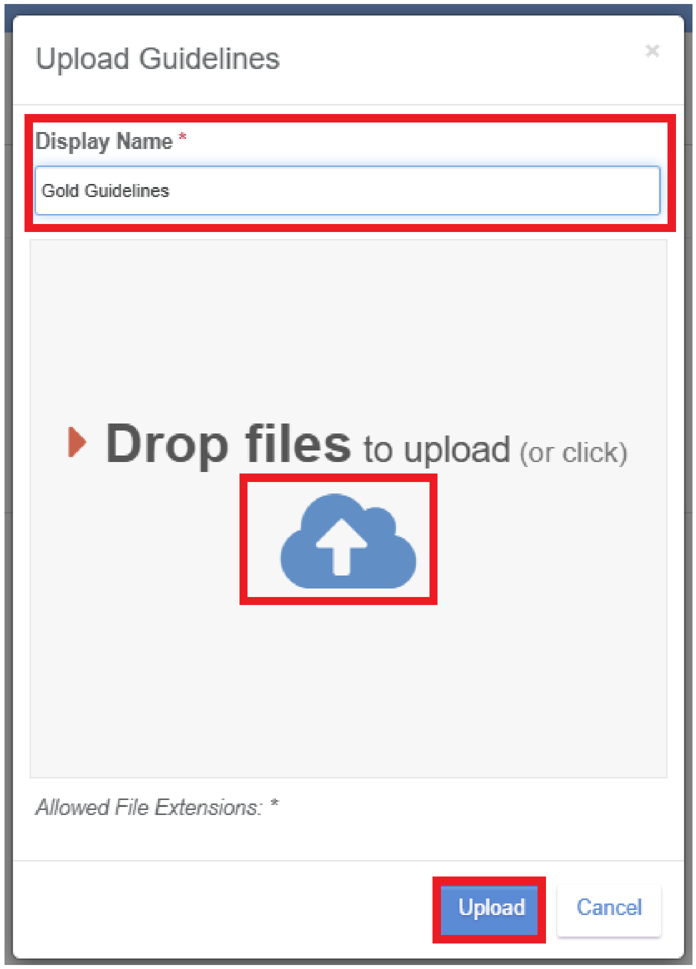
Upload White Label Guidelines

If you do not have White Label Guidelines you want visible in LoanNEX, you can go to the next section.

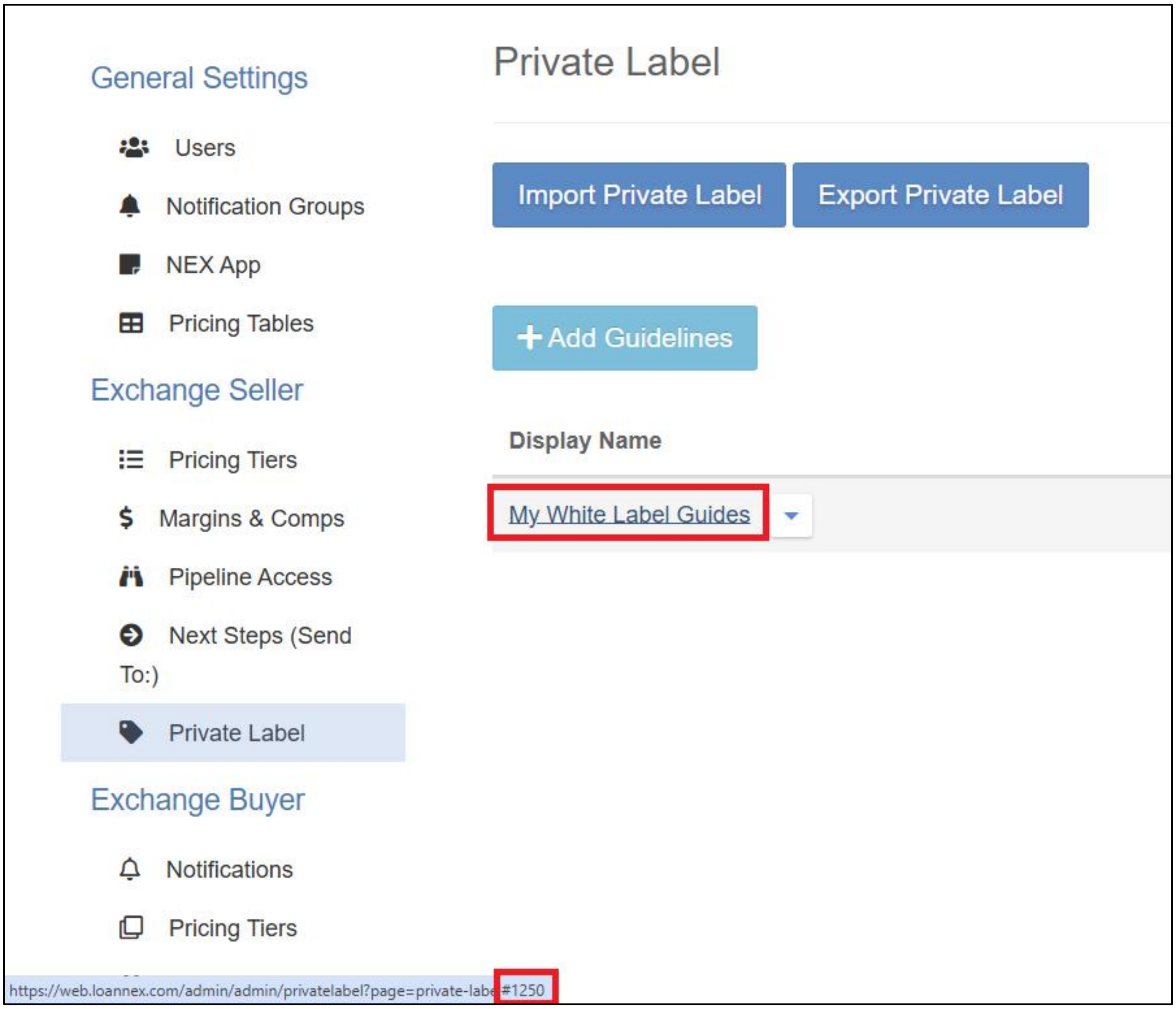
1. Login to your LoanNEX Retail Account
2. Click your Username in the upper right of the screen and select **Client Admin**



3. Under **Exchange Seller,** select **Private Label**
4. Click the **Add Guidelines** button



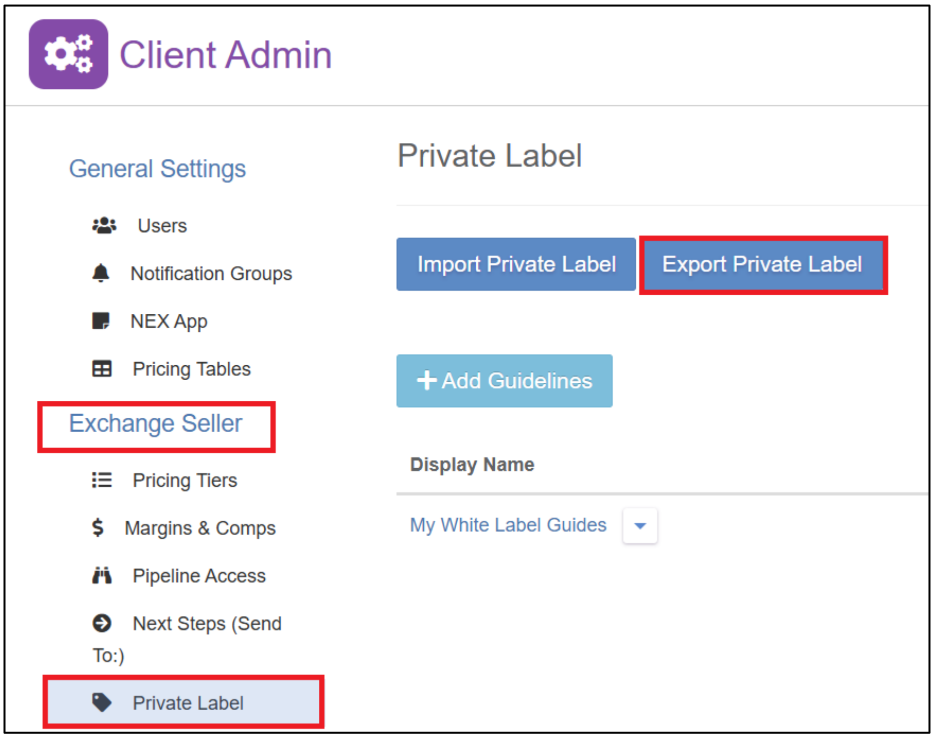
5. In the **Upload Guidelines** pop-up box:
    a. Enter a **Display Name** for the guidelines to display to the end users
    b. Click to browse to add White labeled guideline file
    c. Once file added, click the **Upload** button
6. Uploaded White Labeled Guidelines will be listed in alphabetical order



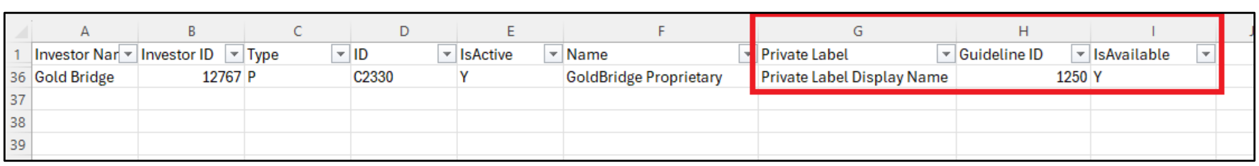
7. Hover over the Guideline **Display Name** to obtain the **Guideline ID**, which will appear in the bottom left corner of the screen while hovering over the guideline Display Name
8. You will use the **Guideline ID** in the Import file in the following sections
9. Repeat as needed until all White Labeled Guidelines have been uploaded

Import Private Label File: Program Names and Guideline IDs

1. Login to your LoanNEX Retail Account
2. Click your Username in the upper right of the screen and select **Client Admin**

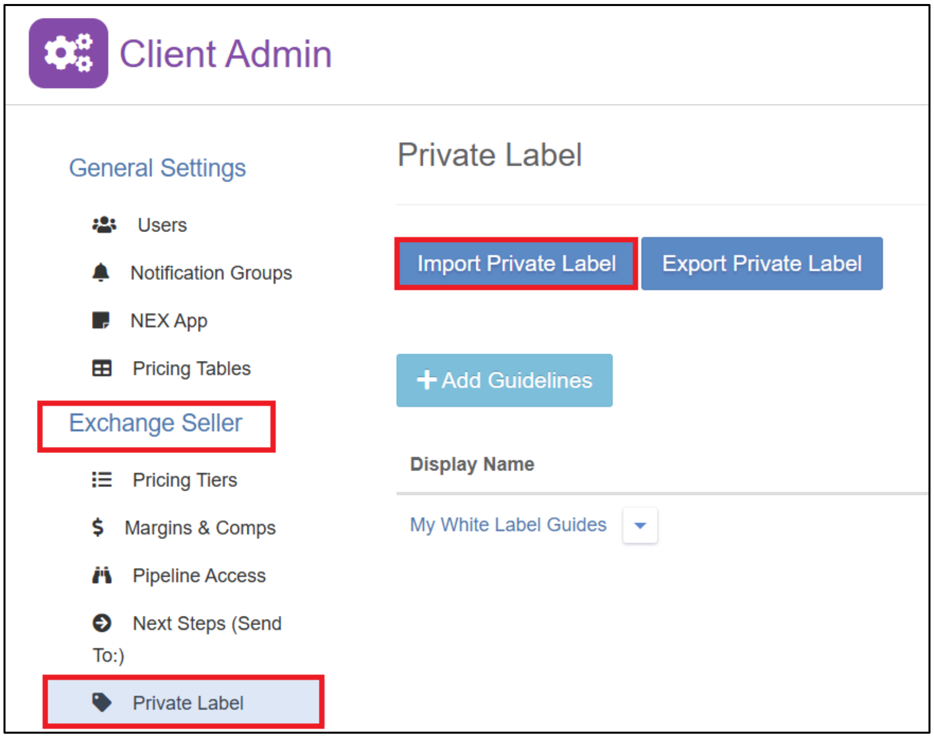


3. Under **Exchange Seller,** select **Private Label**
4. Click the **Export Private Label** button



	A	B	C	D	E	F	G	H	I
1	Investor Nar	Investor ID	Type	ID	IsActive	Name	Private Label	Guideline ID	IsAvailable
36	Gold Bridge	12767	P	C2330	Y	GoldBridge Proprietary	Private Label Display Name	1250	Y
37									
38									
39									

5. Open exported file
    a. Filter: **Is Available** (Column I) to **Y** only (Y = Yes)
    b. Input: **Private Label** Display Name (Column G) next to each Program that you are Private Labeling
    c. Input: **Guideline** ID (Column H). Guideline ID can be obtained by following the steps in the previous section
    d. Do NOT update the content in columns A-F
        i. Note: Investor Name will NOT display in your Account once file uploaded
6. Save CSV file (must stay in CSV file format)



7. Click the **Import Private Label** button
8. Browse to add Private Label file

Private Label User Access and Margin Configuration

Pricing Tiers

If access to the Private Label programs should be limited, utilize Pricing Tiers to control access.

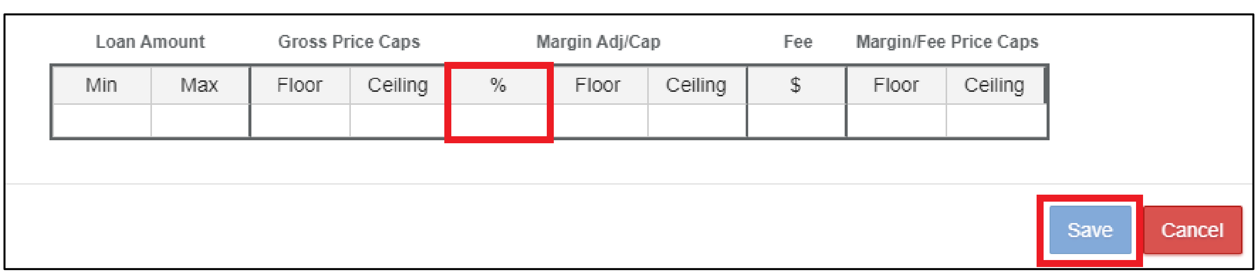
1. Login to your LoanNEX Retail Account
2. Click your Username in the upper right of the screen and select **Client Admin**
3. Under **Exchange Seller,** select **Pricing Tiers**
4. Click the **Add New** button (or utilize an existing Pricing Tier)
    a. Enter Pricing Tier **Name** and **Description**
    b. Move **Users** from **Available** to **Selected** to open access
    c. Move **Investors/Lenders** from **Available** to **Selected** to provide access to Users selected in last step
    d. Optional (all Programs and Products for **Selected Investor/Lender** shown unless specified):
        i. Move **Available Investor/Lender Programs** from **Available** to **Selected** to provide access to Users selected in last step
        ii. Move **Products** from **Available** to **Selected** to provide access to Users selected in last step

5. Select Checkbox to **Enable Private Label**
6. Select the **Save** button

Margins

If Margins should be applied to the Private Label programs, utilize Margins & Comps. See complete [Margins and Comps Setup Guide] for additional information.

1. Login to your LoanNEX Retail Account
2. Click your Username in the upper right of the screen and select **Client Admin**
3. Under **Exchange Seller,** select **Margins & Comps**
4. Click the **Add New** button (or utilize an existing Margin Group)
5. Enter the Margin or Compensation Group information:
    a. **Type**: select **Margin** or Compensation from the dropdown
    b. **Name**: Enter a Name for the Group
    c. **Description**: Enter a Description for the Group
    d. ***Tags****: applicable to Encompass TPOC Integration Users* ***only***
    e. Move **Users** from **Available** to **Selected** to apply margin to the Selected Users
    f. Move **Investors/Lenders** from **Available** to **Selected** to apply margin to the Selected Investors/Lenders
    g. Optional (Margin & Comps applied to all Programs and Products for **Selected Investor/Lender** shown unless specified):
        i. Move **Available Investor/Lender Programs** from **Available** to **Selected** to provide access to Users selected in last step
        ii. Move **Products** from **Available** to **Selected** to provide access to Users selected in last step



6. Add Margin or Compensation
7. Select the **Save** button

Remove Private Label

To permanently remove a Private Labeled Investor/Lender in LoanNEX, contact support@loannex.com to remove the Counterparty relationship. The Investor/Lender programs will no longer be available or visible in your LoanNEX Account.

To temporarily remove access and visibility, update the Exchange Buyer Pricing Tier configuration as follows:

1. Login to your LoanNEX Retail Account
2. Click your Username in the upper right of the screen
3. Select **Client Admin**
4. Under **Exchange Buyer,** select **Pricing Tiers**
5. Open the active Pricing Tiers with the Investor/Lender you want to temporarily remove
    a. Move the appropriate Investor/Lender from the **Selected** to **Available** field
6. Select the **Save** button
7. Select the **Add New** button to create a new Pricing Tier
    a. **Name**: Not Active Private Label
    b. **Description**: Not Active Private Label – No User Access
    c. Move the appropriate Investor/Lender from the **Available** to **Selected** field
8. Select the **Save** button

