

Washington Association of Mortgage Professionals Partners with Homebot to Give Lenders a Homeownership Retention Engine

Statewide association gives its loan officers member-exclusive access to automated client nurture and realtor partnerships

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[Homebot](#), Inc., provider of the award-winning, client-for-life platform that empowers consumers to build wealth through homeownership, today announced a partnership with the Washington Association of Mortgage Professionals (WAMP). Every WAMP member now has access to Homebot at exclusive member pricing.



WAMP-partners-with-Homebot

Loan officers close a loan and then go quiet. The client moves on with their life. Time goes by.

“

Homebot turns a database that would otherwise go cold into an ongoing source of repeat and referral business, and it does it automatically.”

*Sean Lee, President,
Washington Association of
Mortgage Professionals*

That same person refinances or buys again, often with someone else, because nobody stayed in front of them. The relationship was never lost on purpose. It just ended when the work did.”

As WAMP President, one of my priorities has been making sure our members have access to tools that genuinely move the needle, not just add another subscription to their stack,” said Sean Lee, President, Washington Association of Mortgage Professionals. “Homebot does that. It turns a database that would otherwise go cold into an ongoing source of repeat and referral business, and it does it

automatically. Partnerships like this are exactly what WAMP should be bringing to our membership.”

Homebot delivers a branded monthly report to every client a loan officer has closed, showing

home value, equity growth, and personalized wealth-building opportunities. When a client starts shopping a refinance or a move, the loan officer knows before the competition does. For prospects loaded into the platform, loan officers also see behavioral signals: searches in the [nationwide private home search](#) experience, Likely to Sell scores, and Just Listed alerts. Members add no workload and change nothing about how they already work.

What WAMP members get:

- Unlimited client loading, address verification, and email validation
- A branded monthly touchpoint with every past client, sent automatically
- Early signal when a client is ready to refinance, buy, or sell
- Nationwide private home search for buyers who have not purchased yet
- Partner Intel to find and connect with real estate agents who need a lending partner

"Independent loan officers competing against national brands without national marketing budgets, that's exactly who we built this for," said Ernie Graham, CEO and co-founder of Homebot. "They already earned these relationships. We just make sure the client never forgets who helped them buy the house."

Homebot averages a 75% open rate and 52% monthly engagement across its user base, and users see five times more agent referrals when building co-sponsorships within the platform.

WAMP members can enroll now at \$205 per month, a 32% discount off standard pricing, which includes unlimited client loading, Partner Intel, nationwide real estate search, and 500 active portal users. Learn more about the exclusive offering at offers.homebot.ai/homebot-for-wamp.

About Homebot

Founded in 2015, Homebot is a client engagement platform that helps mortgage loan officers, real estate, title, and insurance professionals build lifelong client relationships through automated, personalized home finance insights. Each month, Homebot sends clients a customized report showing their home's current value, equity growth, nearby sales activity, and personalized recommendations for refinancing or moving, all branded with the professional's contact information. With industry-leading engagement rates and intelligent automation, Homebot transforms one-time transactions into lifetime relationships. Learn more at www.homebot.ai.

About the Washington Association of Mortgage ProfessionalsThe Washington Association of Mortgage Professionals (WAMP) is the leading association representing mortgage professionals across Washington State. WAMP is committed to advancing the interests of its members through education, advocacy, and access to industry-leading resources and partnerships that help mortgage professionals build stronger, more sustainable businesses. Learn more at www.mywamp.org/.

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