FARMER MAC

Introducing our NEW eFarmerMac.com

"Hatching" May 11th

Great Reimagined

Meet our Presenters

Zack Carpenter

Executive Vice President
Chief Business Officer

Patrick Kerrigan

Vice President
Business Development

Amy Danner

Director, Client Services
& Credit Operations

Bill Miller

Manager
Business Development

Great Reimagined

OUR PATH TO EXCELLENCE

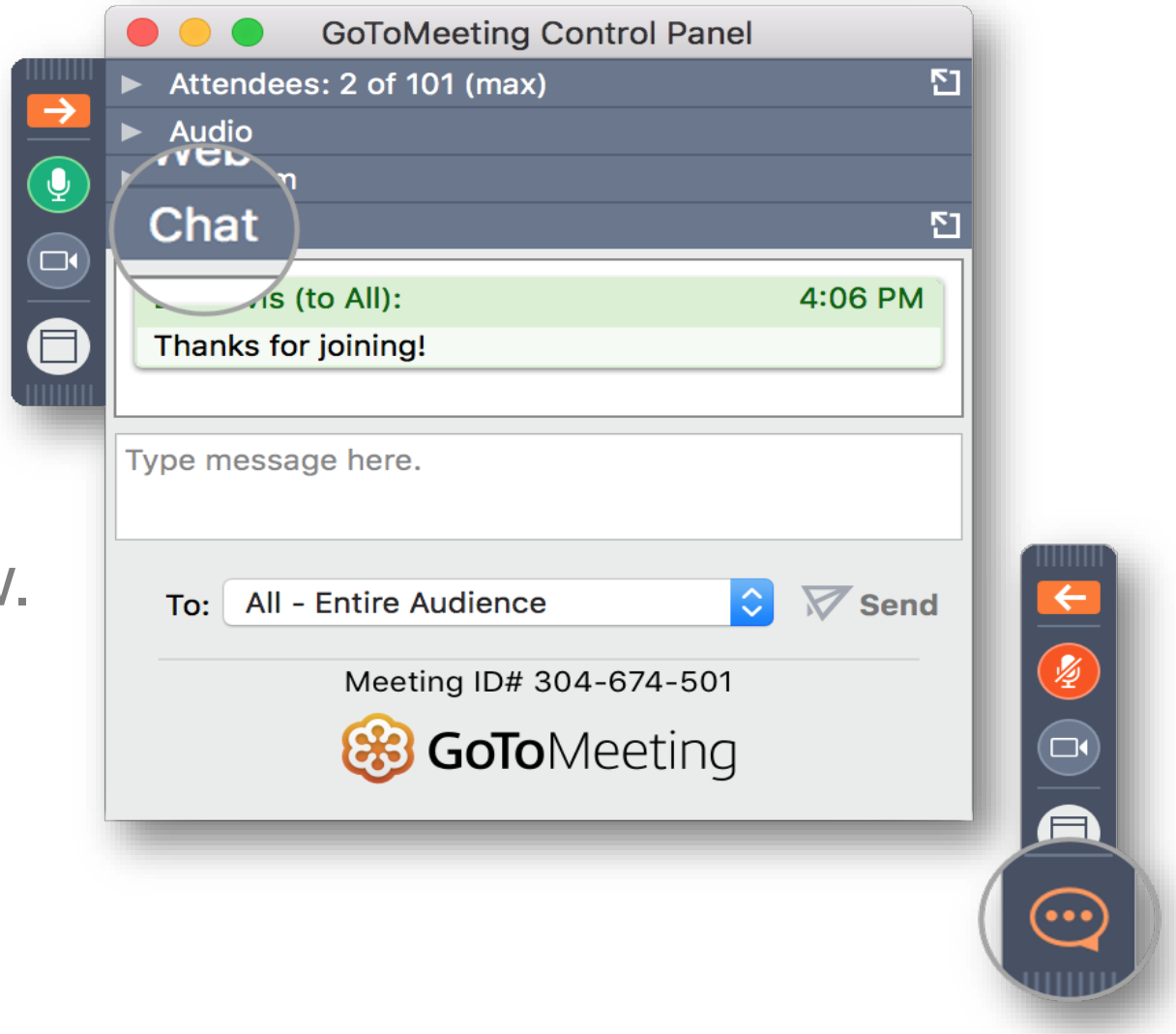
Welcome to our NEW eFarmerMac.com

Topics

- **Introducing eFarmerMac.com**
- **Exploring the Resource Library**
- **Getting Help**
- **Accessing eFarmerMac.com**
- **Staying Informed**
  Alerts & Announcements
- **Path to Go Live**
- **Navigating eFarmerMac.com**
- **Managing Users**
  Profiles & Permissions
- **Q&A Session**

Submitting Feedback and Questions

Enter any feedback and questions in the Chat Window.



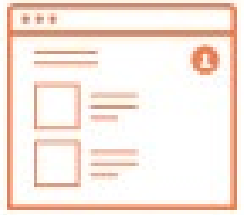
Welcome to the new eFarmerMac.com!

Everything you need to know in one spot.

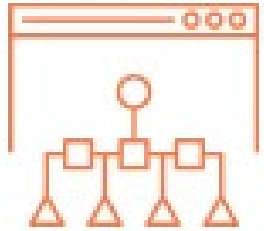
Topics

Introducing eFarmerMac.com	**Exploring the Resource Library**	**Getting Help**
Accessing eFarmerMac.com	**Staying Informed** Alerts & Announcements	**Path to Go Live**
Navigating eFarmerMac.com	**Managing Users** Profiles & Permissions	**Q&A Session**

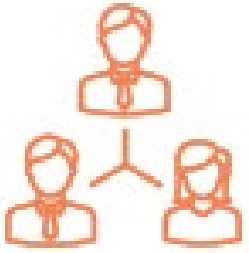
On May 11th, we will launch our redesigned eFarmerMac.com customer portal, featuring



A clean, modern design



Intuitive navigation



Simplified user management

Dedicated area for alerts and announcements

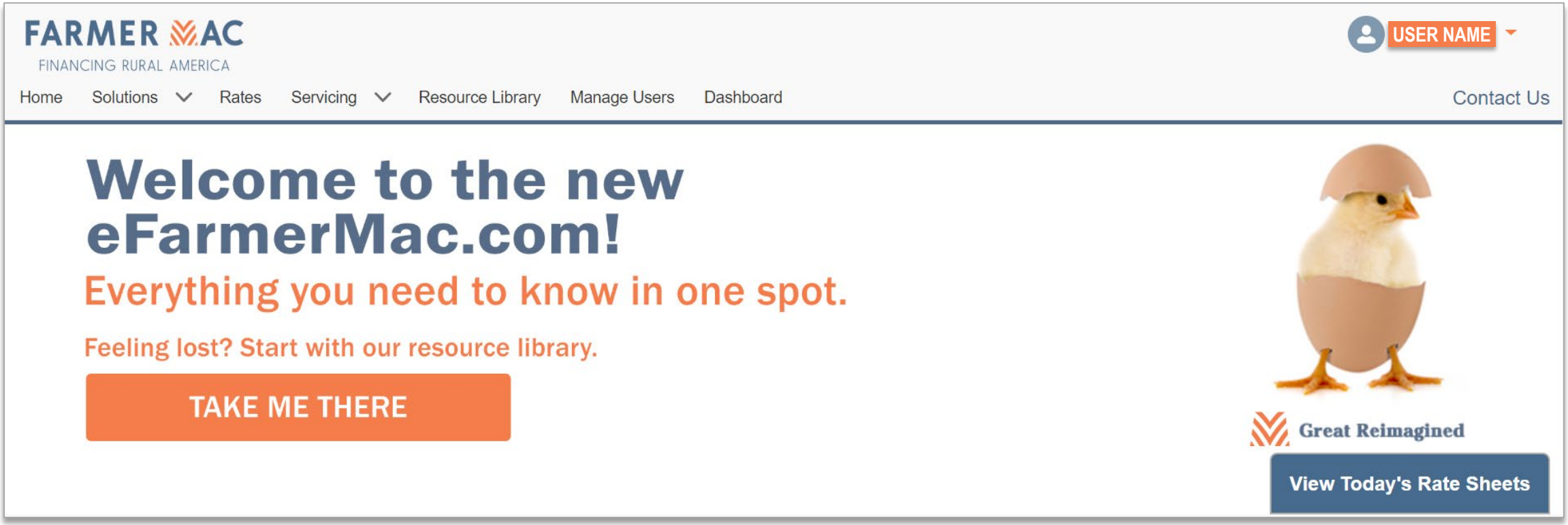
Three Exciting New Benefits . . .

Enhanced Security and Dependability

Single Sign On

Multiple Access

Additional Administrators



EVOLUTION NOT REVOLUTION

eFarmerMac.com users will still access our solutions as they do today.

We've just made it BETTER.

We've Arrived!

THE NEW CUSTOMER PORTAL IS HERE.

Topics

Introducing eFarmerMac.com	Exploring the Resource Library	Getting Help
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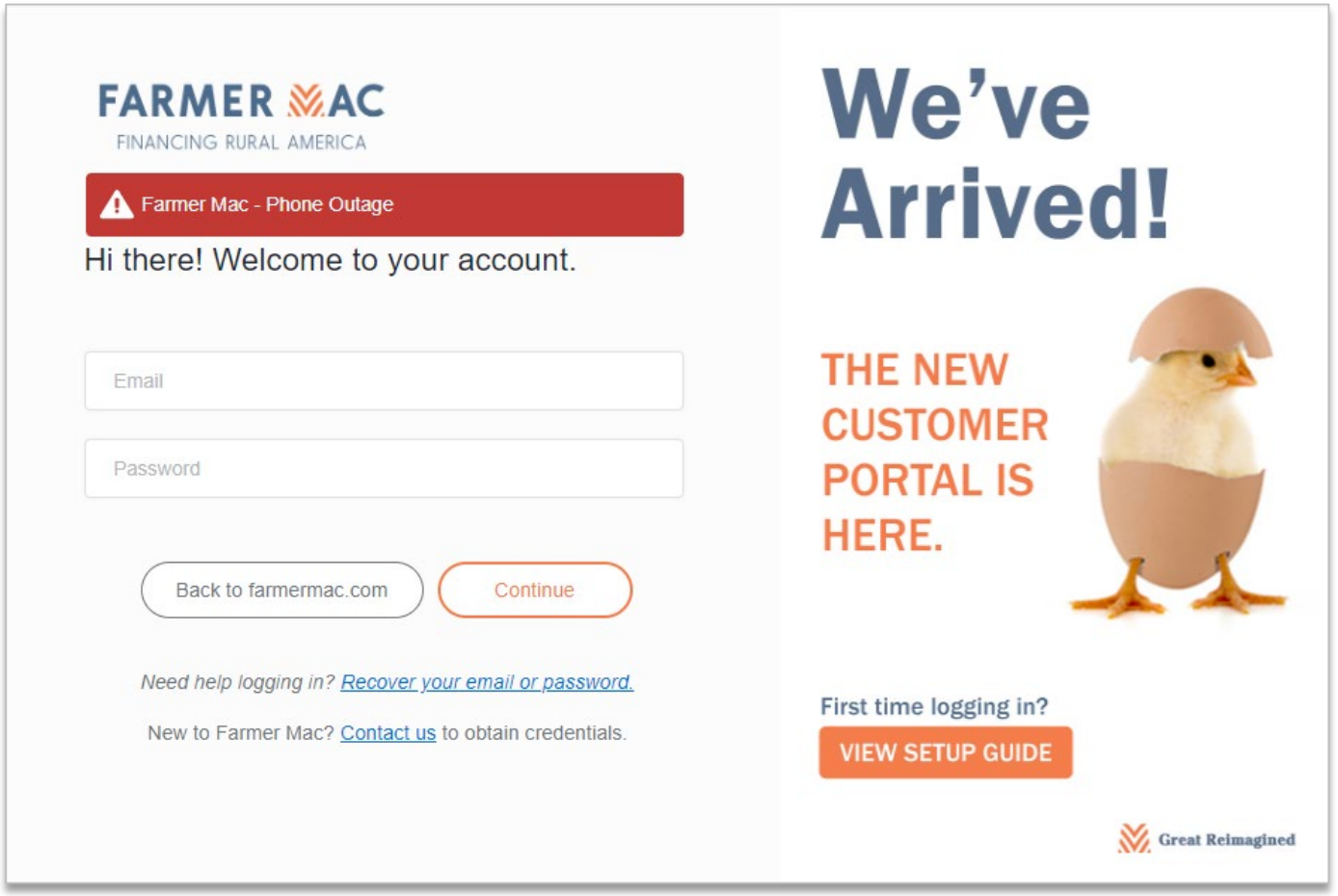
Navigating eFarmerMac.com	Managing Users Profiles & Permissions	Q&A Session

This is what BETTER looks like . . .

Modern Design | Visual Appeal

Important Alerts

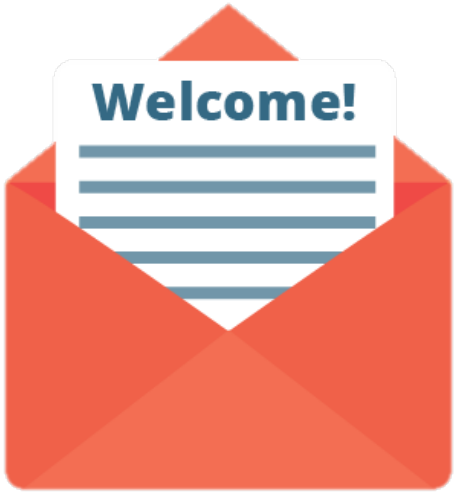
Self-Service Password Reset

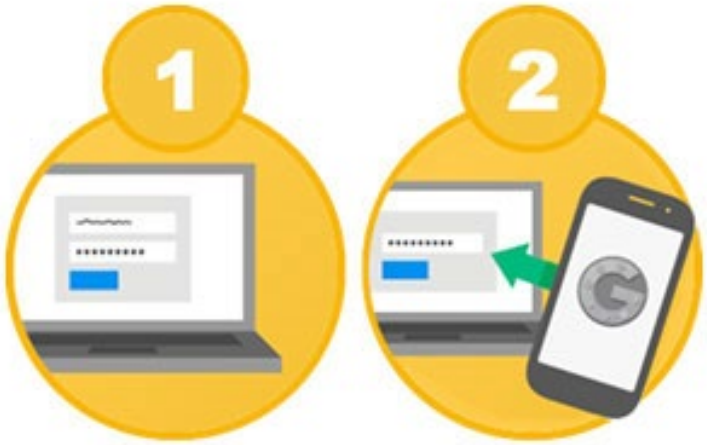


Marketing and Call to Action

Customer Service

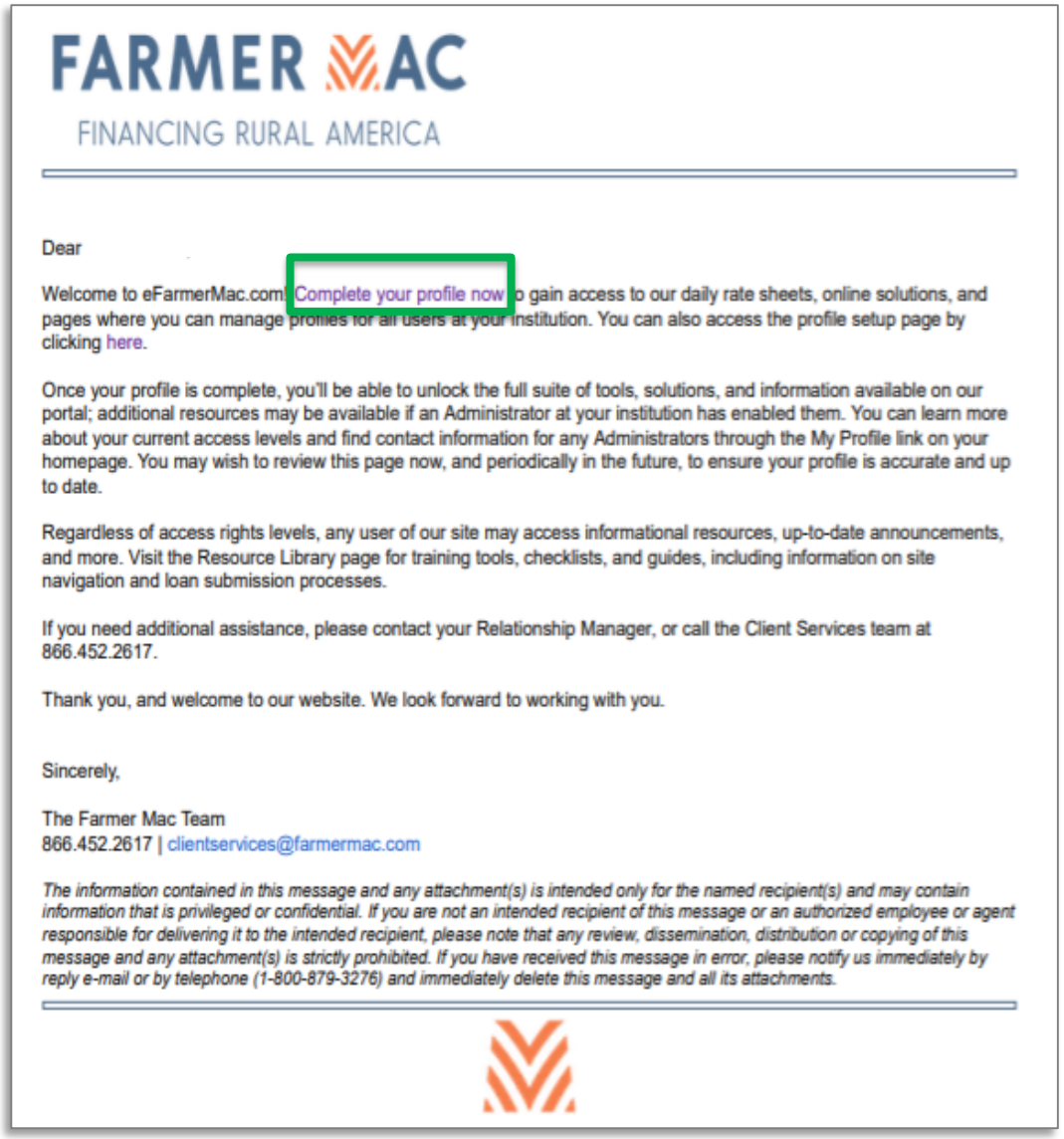
3 Step Login Process





Two Factor Authentication

The new customer portal is here.



FARMER MAC

FINANCING RURAL AMERICA

Dear

Welcome to eFarmerMac.com! Complete your profile now to gain access to our daily rate sheets, online solutions, and pages where you can manage profiles for all users at your institution. You can also access the profile setup page by clicking here.

Once your profile is complete, you'll be able to unlock the full suite of tools, solutions, and information available on our portal; additional resources may be available if an Administrator at your institution has enabled them. You can learn more about your current access levels and find contact information for any Administrators through the My Profile link on your homepage. You may wish to review this page now, and periodically in the future, to ensure your profile is accurate and up to date.

Regardless of access rights levels, any user of our site may access informational resources, up-to-date announcements, and more. Visit the Resource Library page for training tools, checklists, and guides, including information on site navigation and loan submission processes.

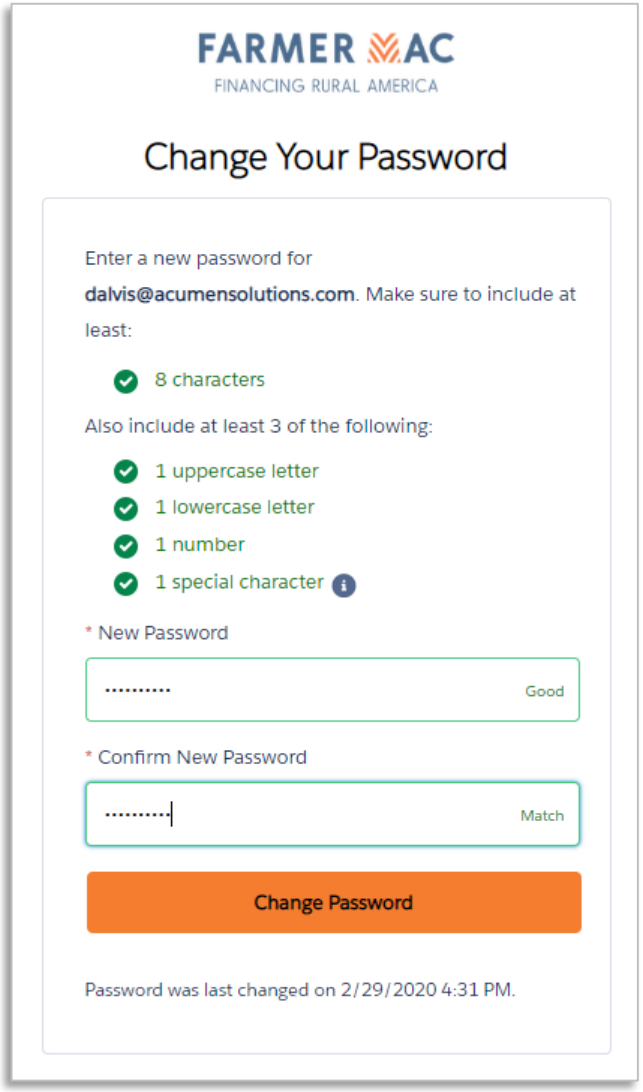
If you need additional assistance, please contact your Relationship Manager, or call the Client Services team at 866.452.2617.

Thank you, and welcome to our website. We look forward to working with you.

Sincerely,

The Farmer Mac Team
866.452.2617 | clientservices@farmermac.com

The information contained in this message and any attachment(s) is intended only for the named recipient(s) and may contain information that is privileged or confidential. If you are not an intended recipient of this message or an authorized employee or agent responsible for delivering it to the intended recipient, please note that any review, dissemination, distribution or copying of this message and any attachment(s) is strictly prohibited. If you have received this message in error, please notify us immediately by reply e-mail or by telephone (1-800-879-3276) and immediately delete this message and all its attachments.



FARMER MAC

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Change Your Password

Enter a new password for dalvis@acumensolutions.com. Make sure to include at least:

- 8 characters

Also include at least 3 of the following:

- 1 uppercase letter
- 1 lowercase letter
- 1 number
- 1 special character

* New Password

Good

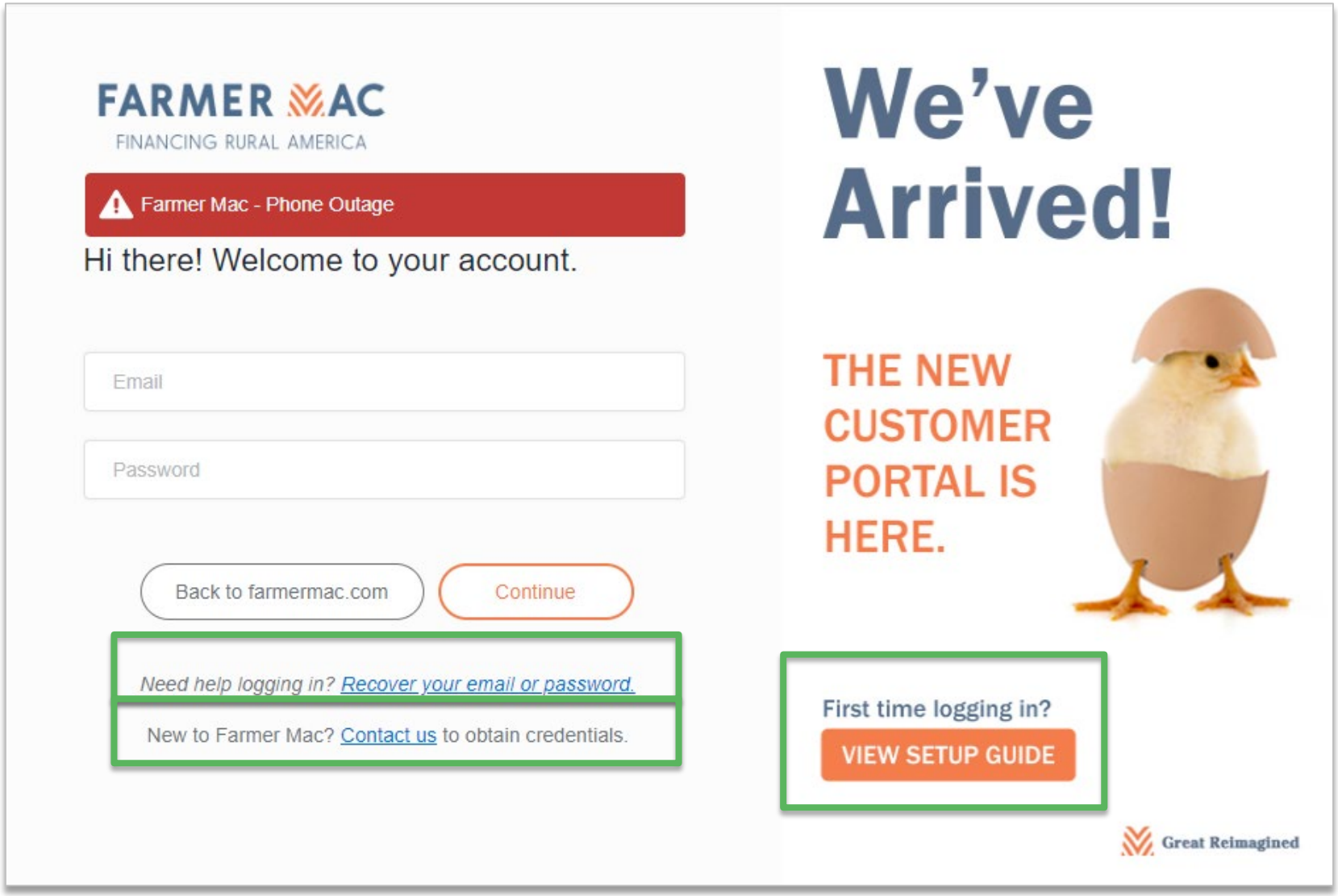
* Confirm New Password

Match

Change Password

Password was last changed on 2/29/2020 4:31 PM.

Missed the Welcome Email? No worries . . .



Login Setup Guide

eFarmerMac.com Login
QUICK REFERENCE GUIDE

The new eFarmerMac.com has arrived!

START PECKING THOSE KEYS AND LOG IN TO OUR NEXT-GENERATION CUSTOMER PORTAL.

Welcome to our redesigned eFarmerMac.com!

With our intuitive and informative next-generation platform, you're just a click away from everything you need to connect and do business with Farmer Mac!

Our new customer portal is specially designed to provide quick, easy access to our suite of online tools and solutions. With its user-friendly design, it is very easy to navigate, and once you begin to explore, you will quickly experience just how easy it is to transact business, stay informed, access important information, prioritize your day, and manage your profile.

SO LET'S GET LOGGED IN . . . There's a quick **3-STEP** login process:

1. To access the new portal, you will receive a **Welcome to eFarmerMac.com** email inviting you to complete your profile by updating your password before logging in to eFarmerMac.com. Just click on the "Complete your profile now" link in the email and create a new password.

   PLEASE NOTE: First time access to the portal will require a password update.

2. Keeping your information secure is of the utmost importance! That's why we've included two-factor authentication as part of the eFarmerMac.com login process.

   After you log in with your email and password (the 1st factor), a randomly generated code (the 2nd factor) is sent to you via email or SMS text message.

3. From time-to-time, Farmer Mac will introduce or update important policies and procedures and will require acknowledgement of receipt and understanding.

   In fact, first time access to eFarmerMac.com will require acknowledgement of our **Farmer Mac Lender & Servicer Portal Privacy Policy**.

The following eFarmerMa.com Login Quick Reference Guide will walk you through these three steps, and if needed, share how you can get help.

A clean, modern design

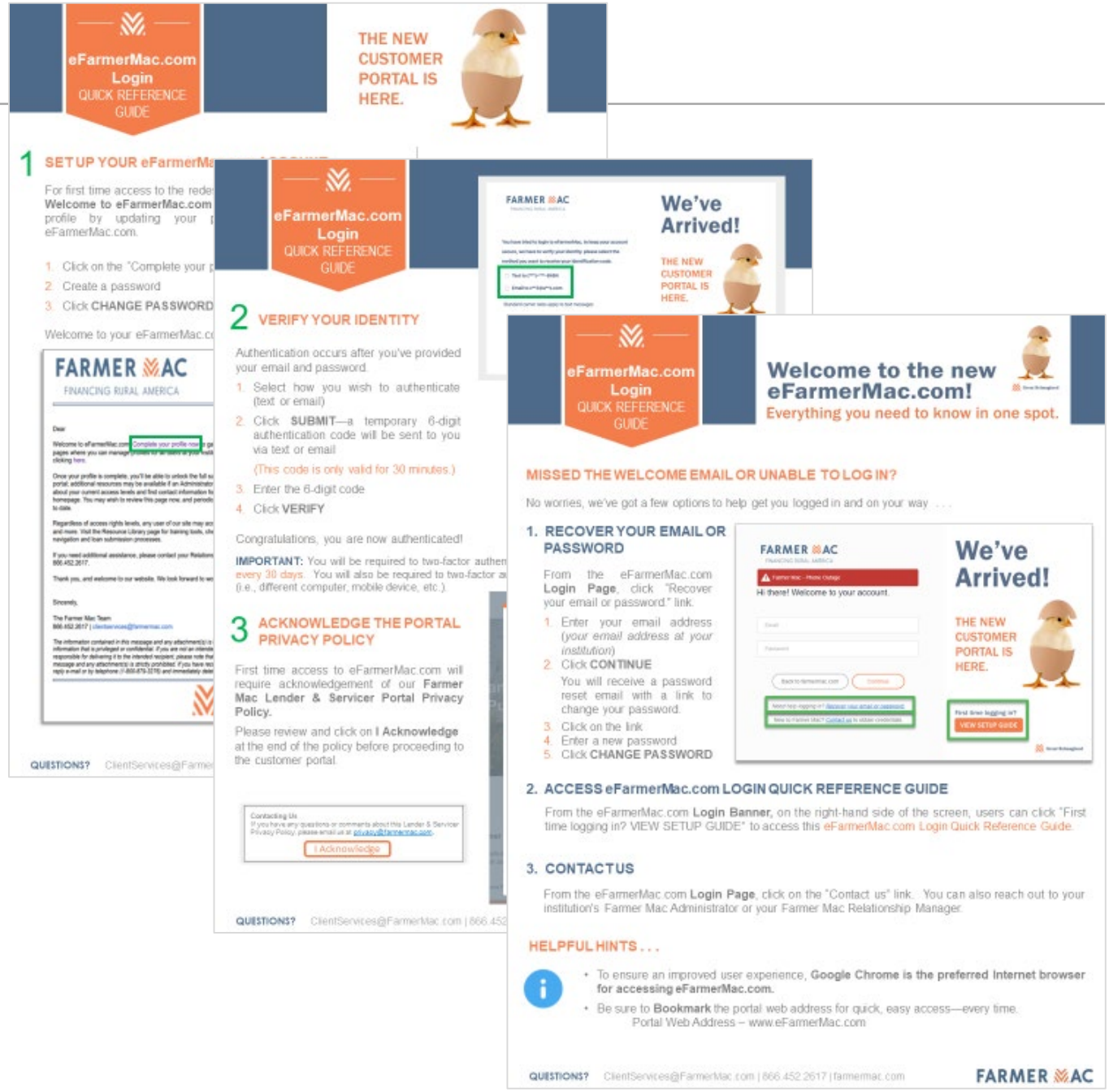
Intuitive navigation

Simplified user management

Dedicated area for alerts and announcements

QUESTIONS? ClientServices@FarmerMac.com | 866.452.2617 | farmermac.com

FARMER MAC



eFarmerMac.com Login
QUICK REFERENCE GUIDE

THE NEW CUSTOMER PORTAL IS HERE.

1 SETUP YOUR eFarmerMa

For first time access to the rede
Welcome to eFarmerMac.com
profile by updating your p
eFarmerMac.com.

1. Click on the "Complete your p
2. Create a password
3. Click **CHANGE PASSWORD**

Welcome to your eFarmerMac.c

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QUESTIONS? ClientServices@Farme

eFarmerMac.com Login
QUICK REFERENCE GUIDE

2 VERIFY YOUR IDENTITY

Authentication occurs after you've provided your email and password.

1. Select how you wish to authenticate (text or email)
2. Click **SUBMIT**—a temporary 6-digit authentication code will be sent to you via text or email

   (This code is only valid for 30 minutes.)
3. Enter the 6-digit code
4. Click **VERIFY**

Congratulations, you are now authenticated!

IMPORTANT: You will be required to two-factor authen
every 30 days. You will also be required to two-factor a
(i.e., different computer, mobile device, etc.).

3 ACKNOWLEDGE THE PORTAL PRIVACY POLICY

First time access to eFarmerMac.com will require acknowledgement of our **Farmer Mac Lender & Servicer Portal Privacy Policy.**

Please review and click on **I Acknowledge** at the end of the policy before proceeding to the customer portal.

Contacting Us
If you have any questions or comments about this Lender & Servicer Privacy Policy, please email us at privacy@farmermac.com.

I Acknowledge

QUESTIONS? ClientServices@FarmerMac.com | 866.452

FARMER MAC

We've Arrived!

THE NEW CUSTOMER PORTAL IS HERE.

eFarmerMac.com Login
QUICK REFERENCE GUIDE

Welcome to the new eFarmerMac.com!

Everything you need to know in one spot.

MISSED THE WELCOME EMAIL OR UNABLE TO LOG IN?

No worries, we've got a few options to help get you logged in and on your way . . .

1. RECOVER YOUR EMAIL OR PASSWORD

From the eFarmerMac.com **Login Page**, click "Recover your email or password." link.

1. Enter your email address (*your email address at your institution*)
2. Click **CONTINUE**

   You will receive a password reset email with a link to change your password.
3. Click on the link
4. Enter a new password
5. Click **CHANGE PASSWORD**

FARMER MAC

Hi there! Welcome to your account.

We've Arrived!

THE NEW CUSTOMER PORTAL IS HERE.

VIEW SETUP GUIDE

2. ACCESS eFarmerMac.com LOGIN QUICK REFERENCE GUIDE

From the eFarmerMac.com **Login Banner**, on the right-hand side of the screen, users can click "First time logging in? VIEW SETUP GUIDE" to access this eFarmerMac.com Login Quick Reference Guide.

3. CONTACT US

From the eFarmerMac.com **Login Page**, click on the "Contact us" link. You can also reach out to your institution's Farmer Mac Administrator or your Farmer Mac Relationship Manager.

HELPFUL HINTS . . .

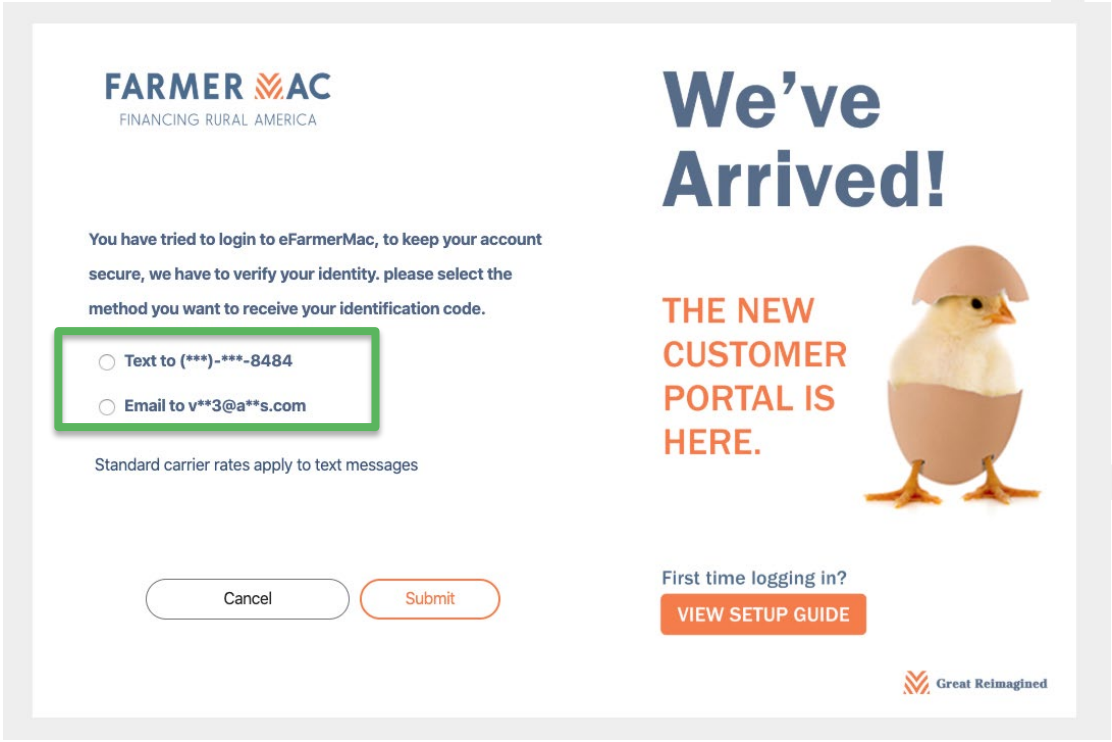
- To ensure an improved user experience, **Google Chrome is the preferred Internet browser for accessing eFarmerMac.com.**
- Be sure to **Bookmark** the portal web address for quick, easy access—every time.
  Portal Web Address – www.eFarmerMac.com

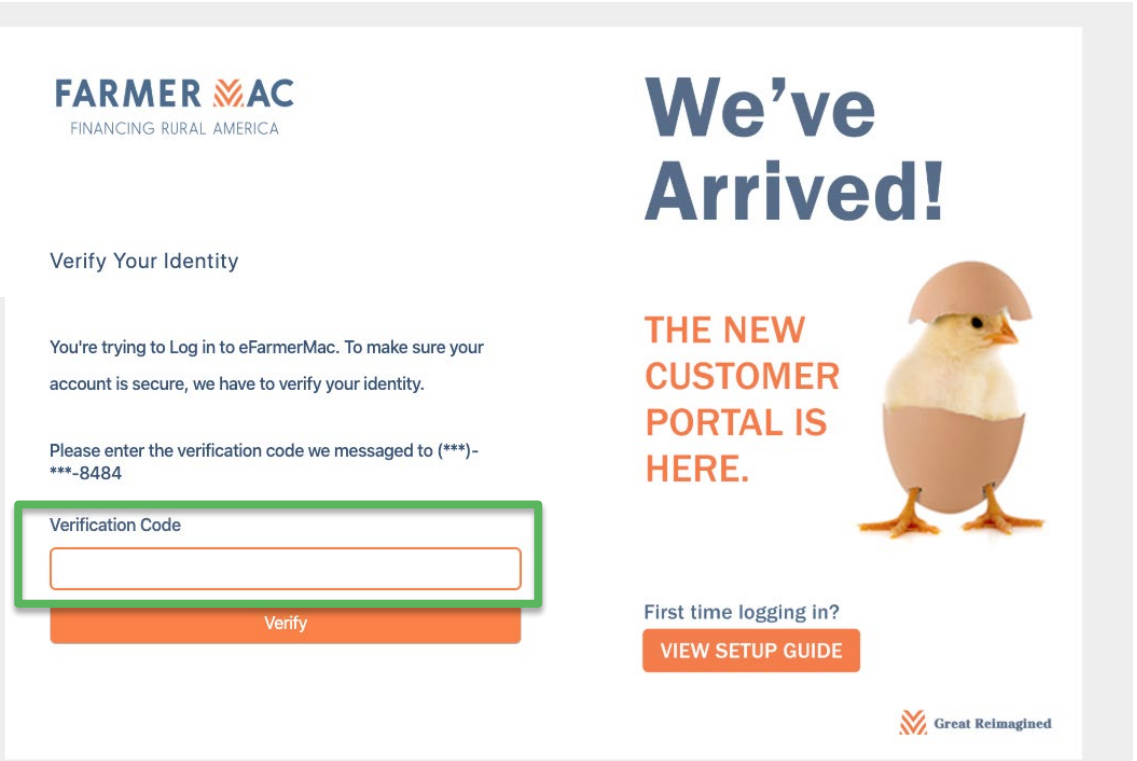
QUESTIONS? ClientServices@FarmerMac.com | 866.452.2617 | farmermac.com

FARMER MAC

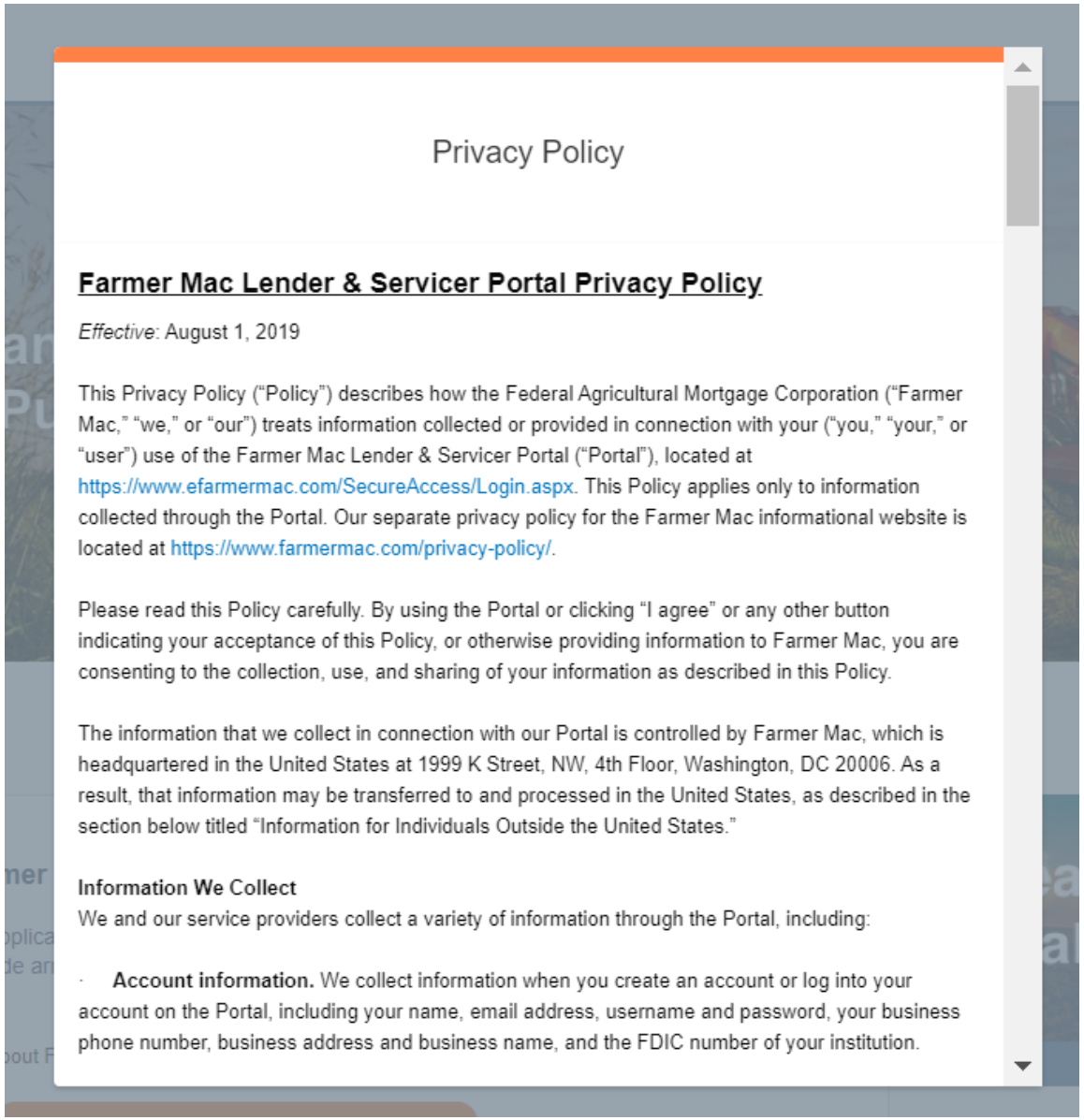
Enhanced Security with Two-Factor Authentication

Keeping our customer's information secure.





Wait . . . There's one more great feature . . .



Important Acknowledgements

Welcome to the new eFarmerMac.com!

Everything you need to know in one spot.

Topics

Introducing eFarmerMac.com	Exploring the Resource Library	Getting Help
Accessing eFarmerMac.com	Staying Informed Alerts & Announcements	Path to Go Live
Navigating eFarmerMac.com	Managing Users Profiles & Permissions	Q&A Session

FARMER MAC

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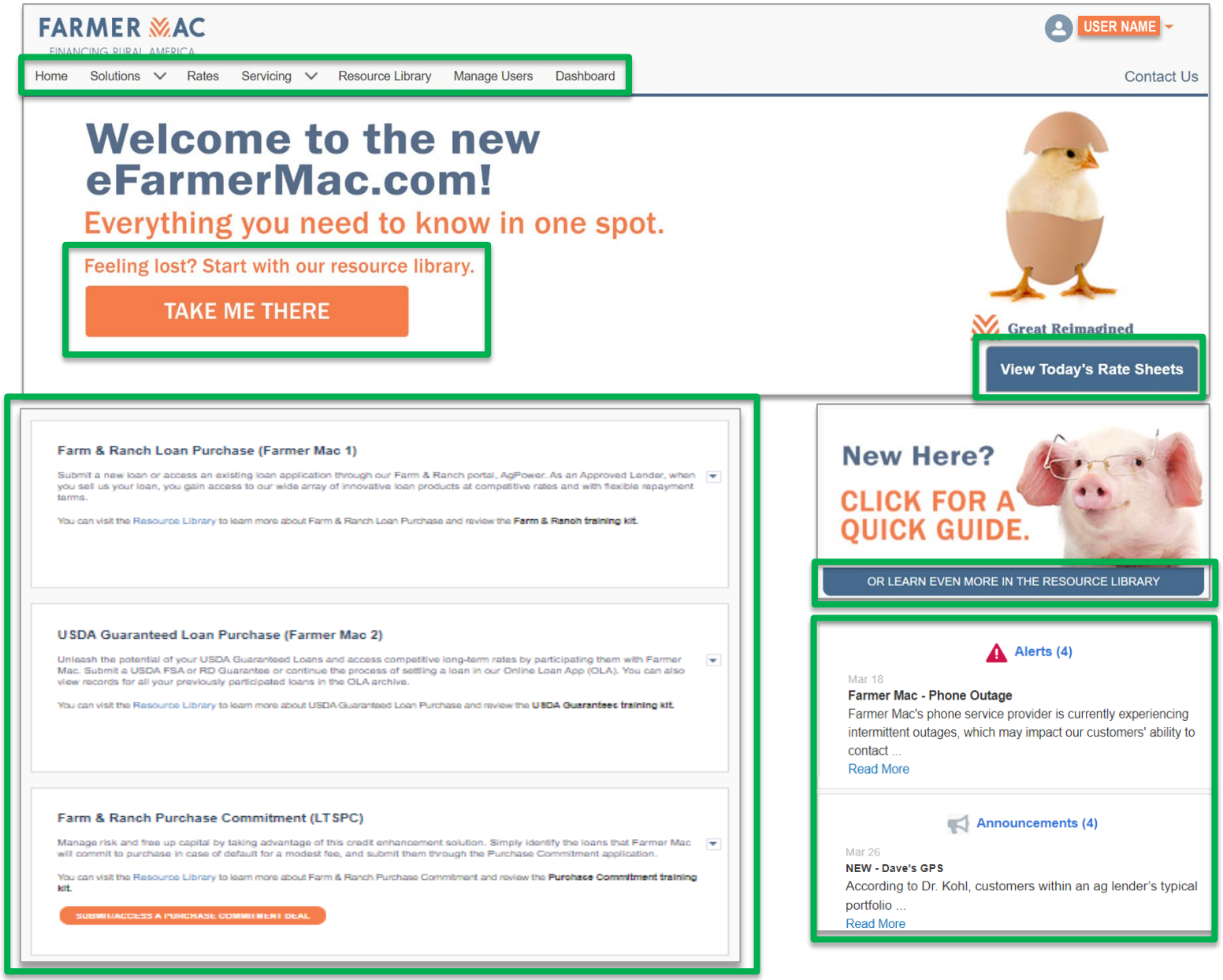
NOTICE: Rate Lock Period Now 8 Weeks for All New Locks, at No Additional Cost

Farmer Mac is closely monitoring the impact of the COVID-19 pandemic on our customers. We remain open for business and are committed to assisting where we can. Effective immediately, new loans across all business lines will be rate locked with 8-week delivery windows. Previously, 8-week locks were available at an additional cost compared to our standard 4-week period, but that additional cost is being waived. If you have questions about this new policy, or if you have previously locked a loan and anticipate difficulties in closing, please contact your relationship manager. Thank you!

Farmer Mac Rates

- Farmer Mac Rates Post Schedule
- Farm and Ranch Loan Purchase Rates
- Farm and Ranch Loan Purchase - ABA Rates
- Farm and Ranch Loan Purchase - ICBA Rates
- Farm & Ranch Variable Rate Mortgage (VRM) Reset Rates - Monthly Resets
- Farm & Ranch Variable Rate Mortgage (VRM) Reset Rates - All Other Resets
- Farmer Mac 2 Rates
- Historical Farmer Mac 2 COFI Rates

This is GREAT REIMAGINED . . .



Intuitive Navigation

Multiple ways to access our

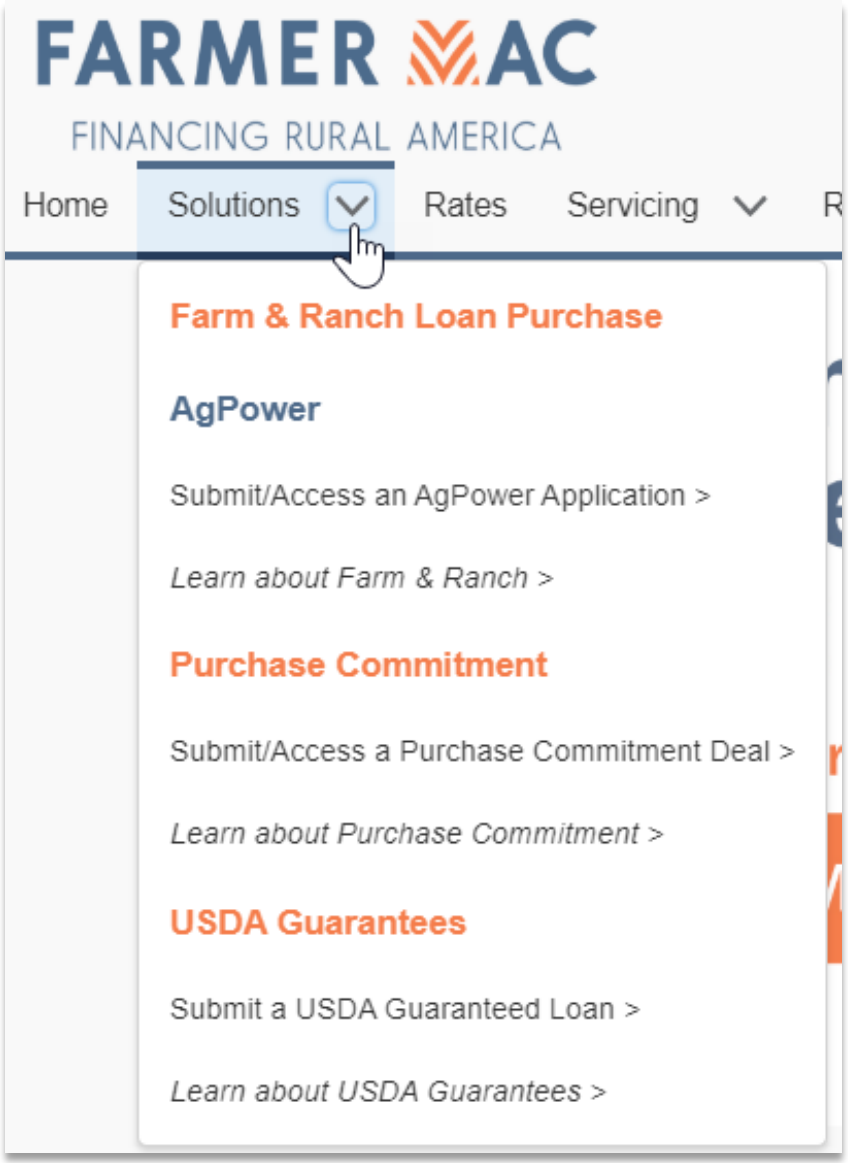
Solutions

Rates

Resource Library

Alerts & Announcements

Easy access to online tools and solutions . . .



Welcome to the new eFarmerMac.com!

Everything you need to know in one spot.

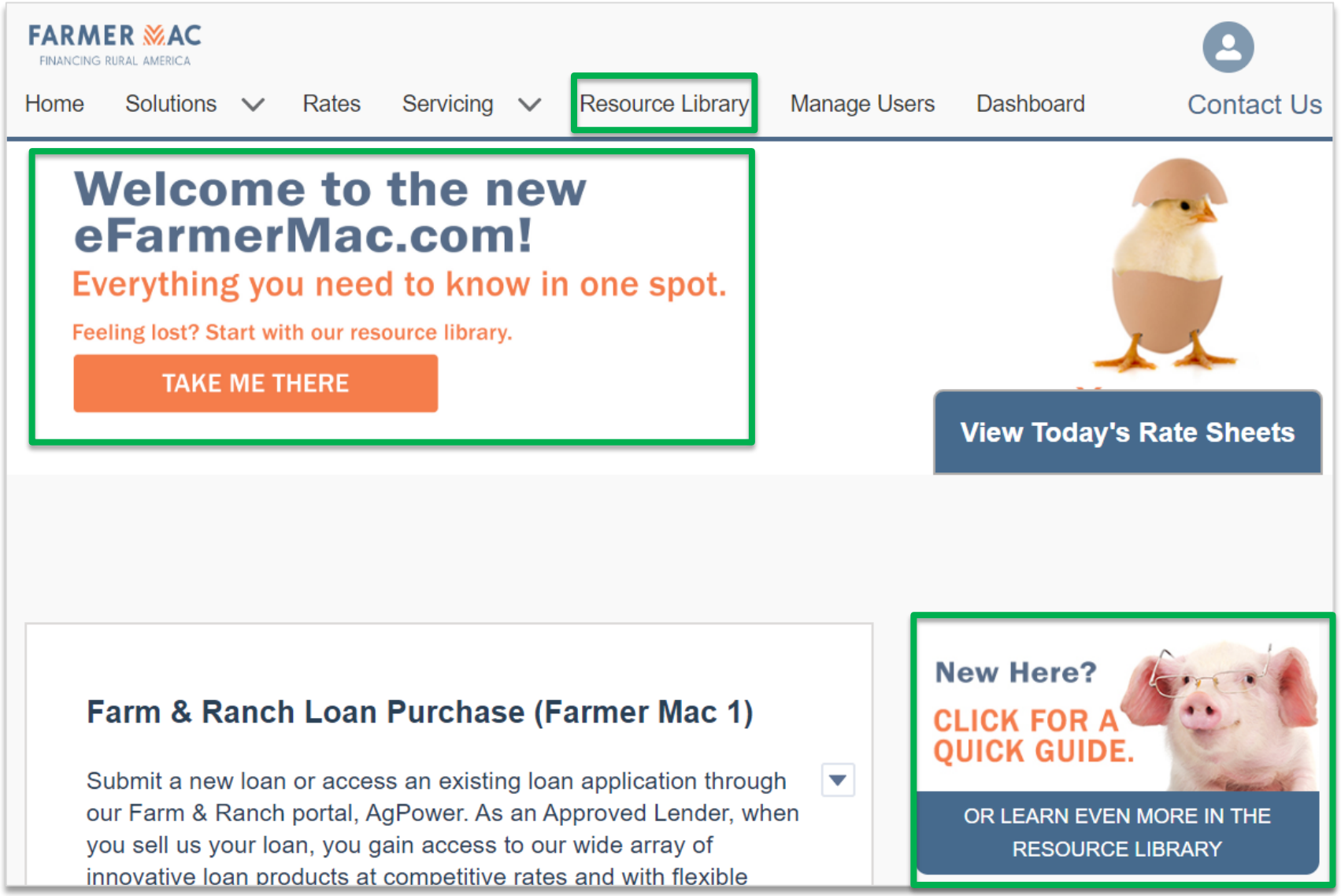
Feeling lost? Start with our resource library.

TAKE ME THERE

Topics

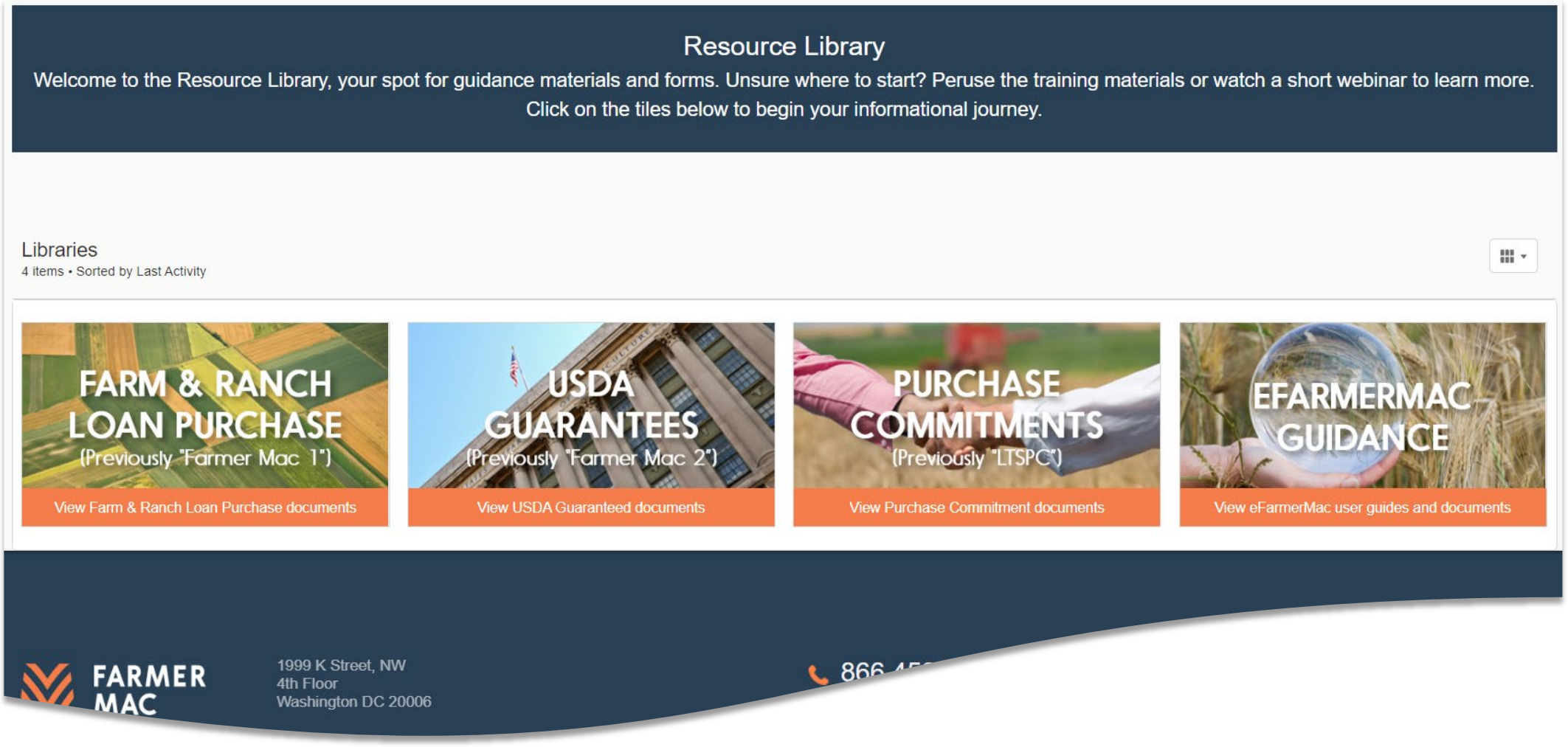
- Introducing eFarmerMac.com
- **Exploring the Resource Library**
- Getting Help
- Accessing eFarmerMac.com
- Staying Informed
  Alerts & Announcements
- Path to Go Live
- Navigating eFarmerMac.com
- Managing Users
  Profiles & Permissions
- Q&A Session

This is what BETTER looks like . . .



This is what BETTER looks like . . .

ONE-STOP SHOP for all training and support resources.



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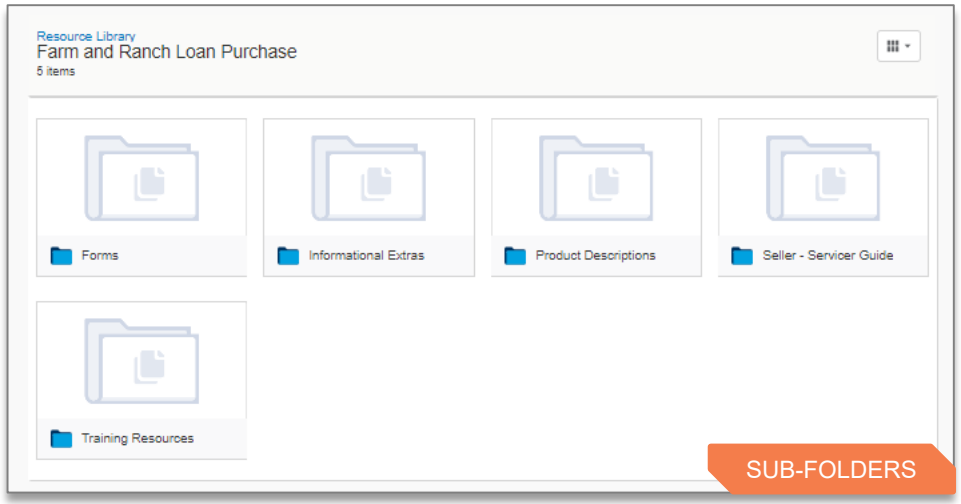
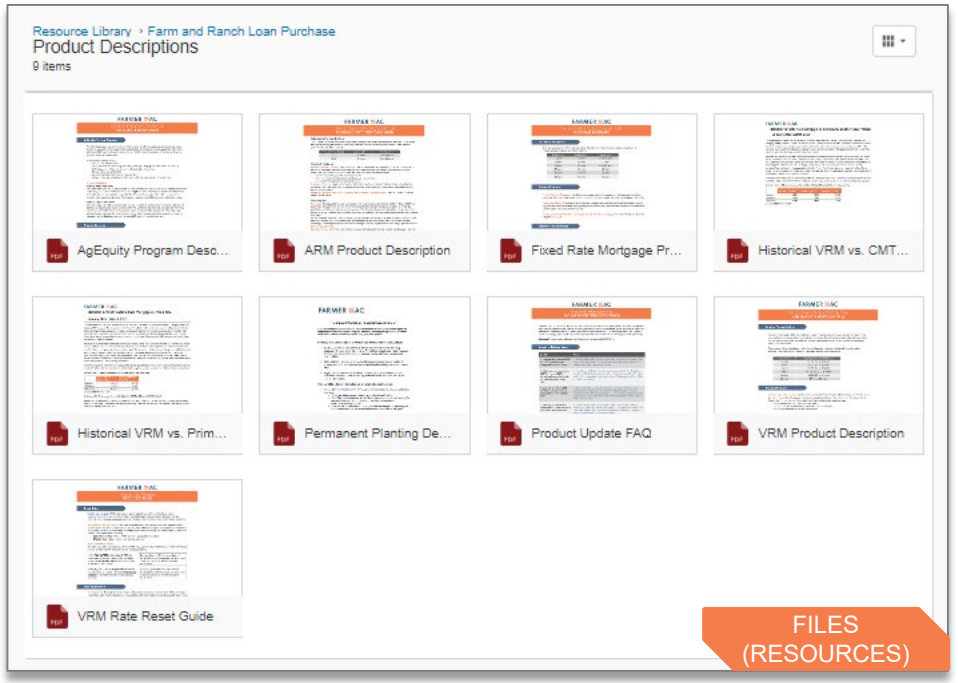




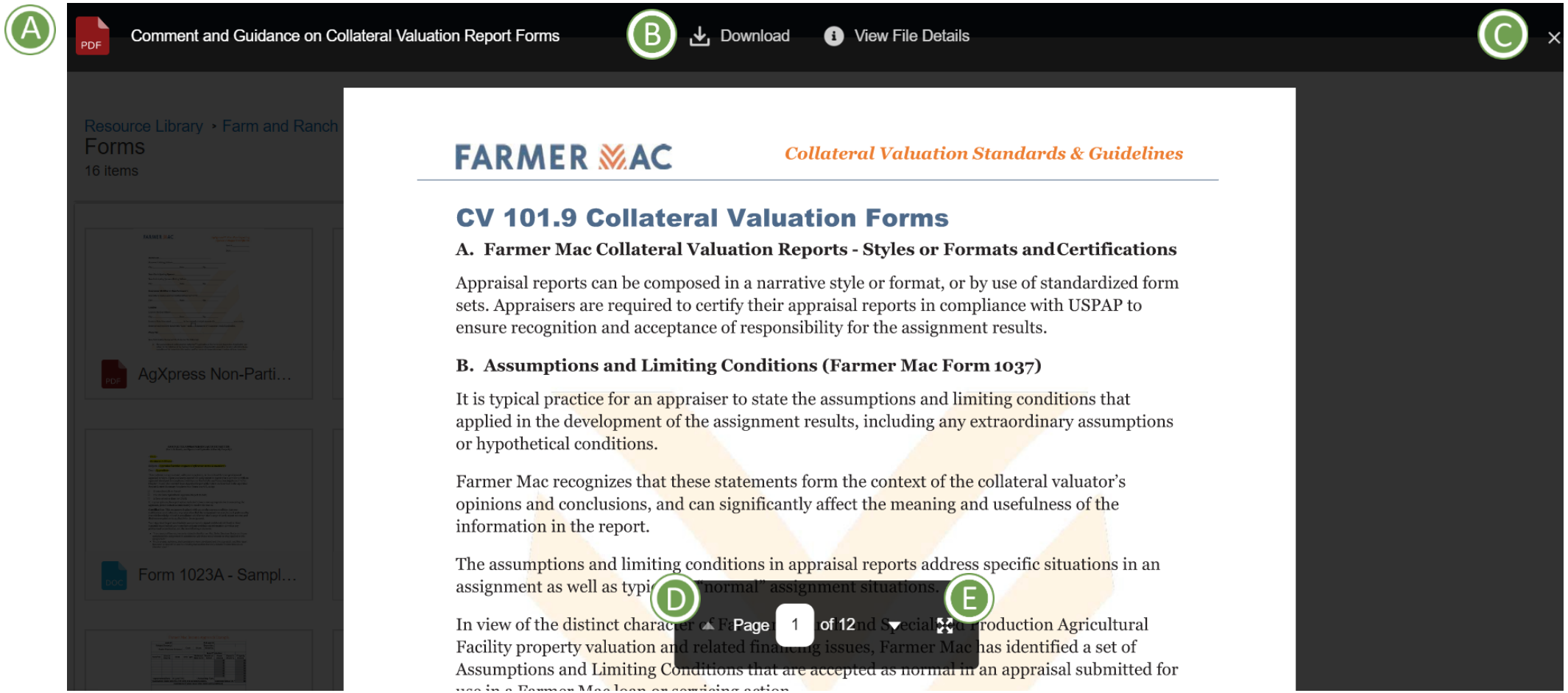
Efficient and user-friendly.

Images of materials.

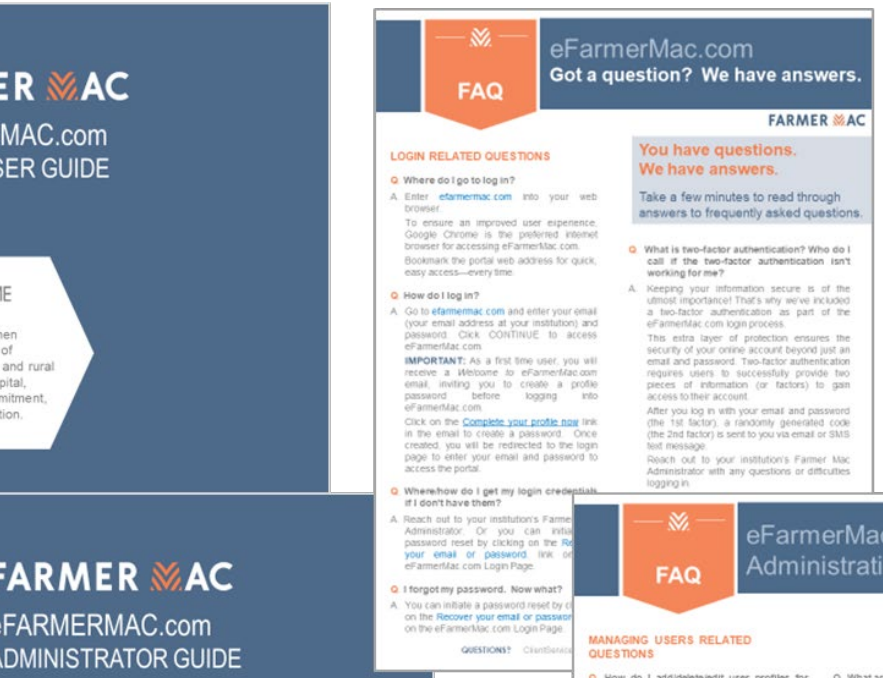
View on-screen without opening the document.

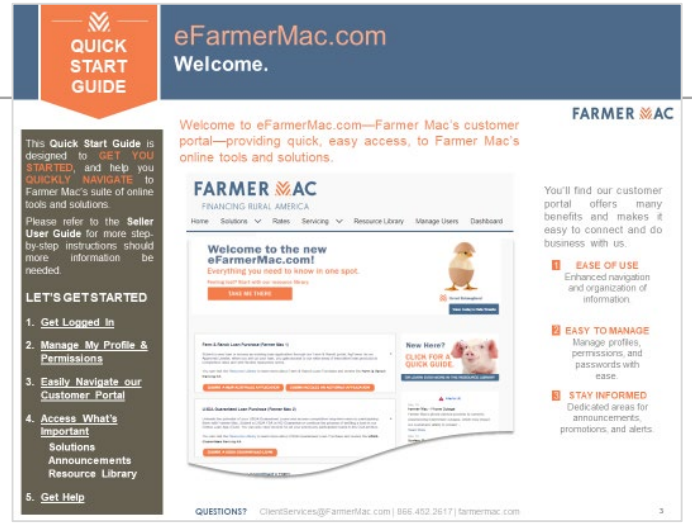
Option to View or Download.

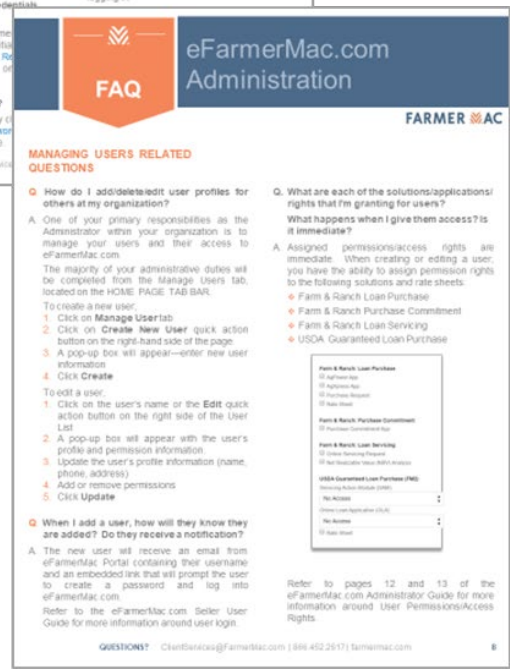
Preview or Download Resources



eFarmerMac Guidance







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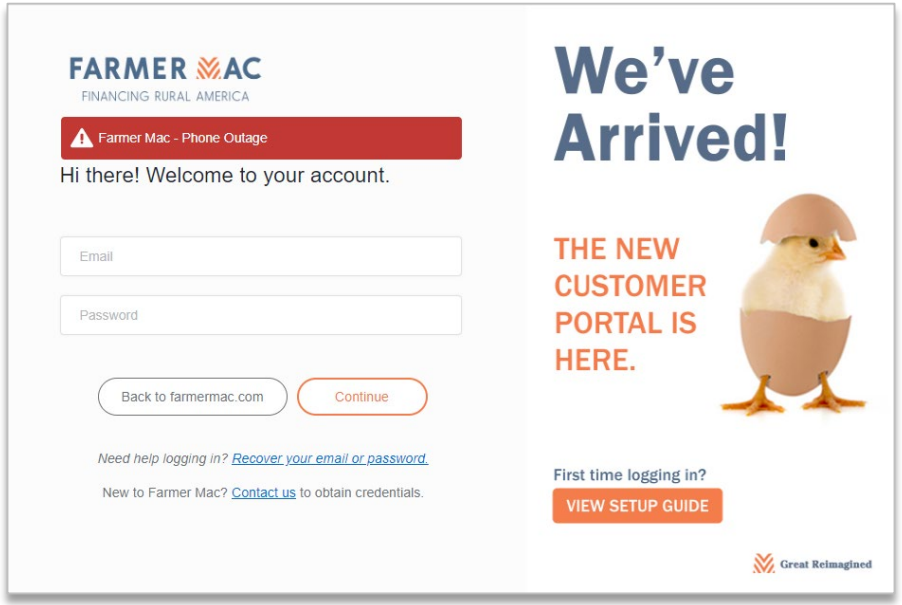
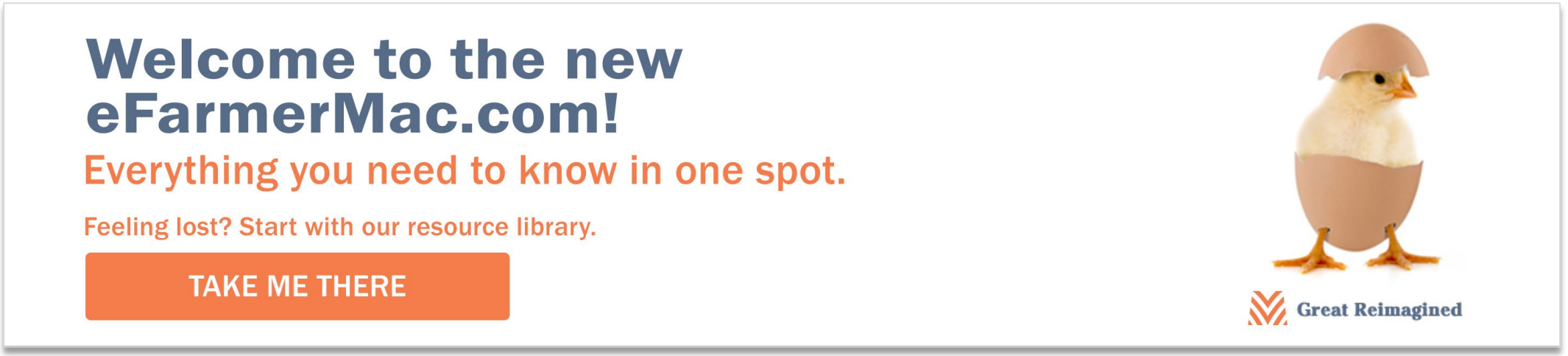
This is what BETTER looks like . . .

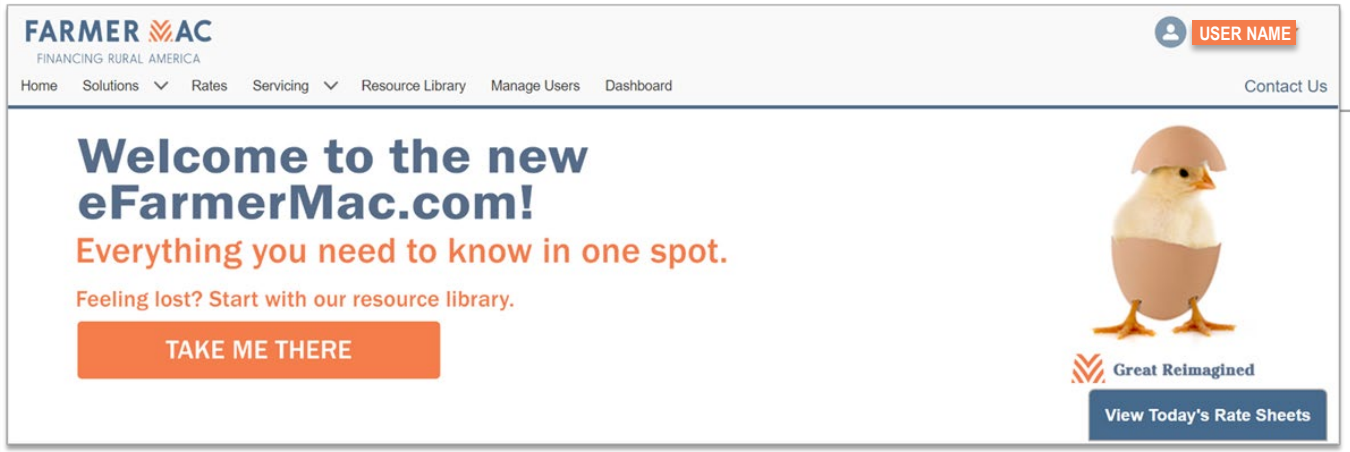
1. It starts on the Login Page.
   - Critical Alerts
   - Promotion Banner

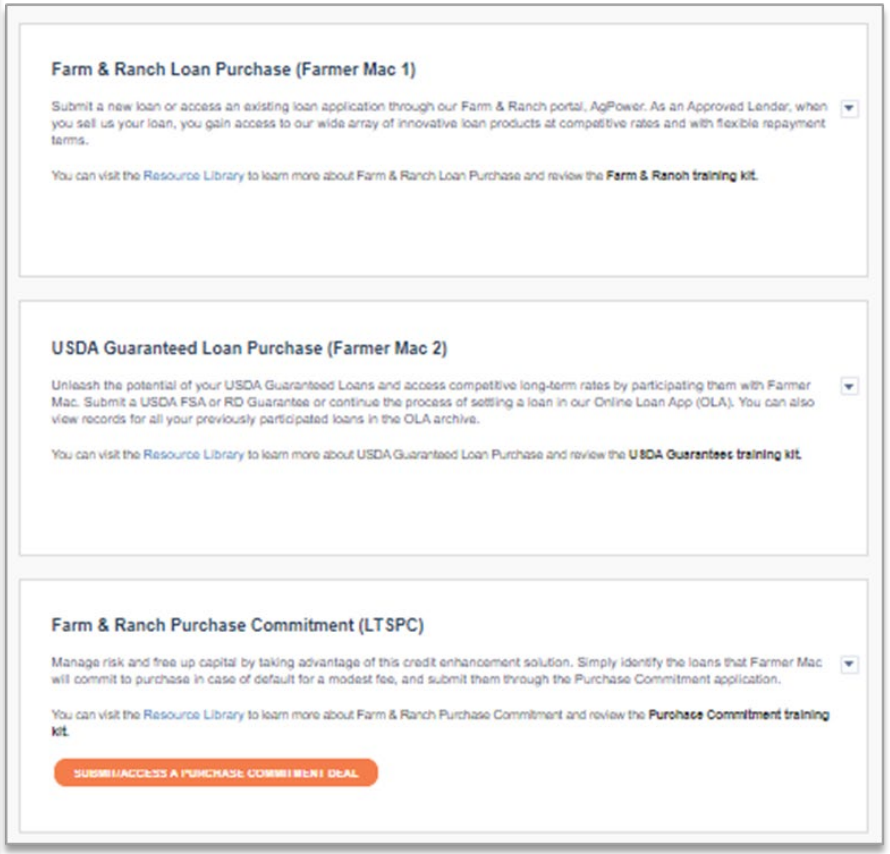


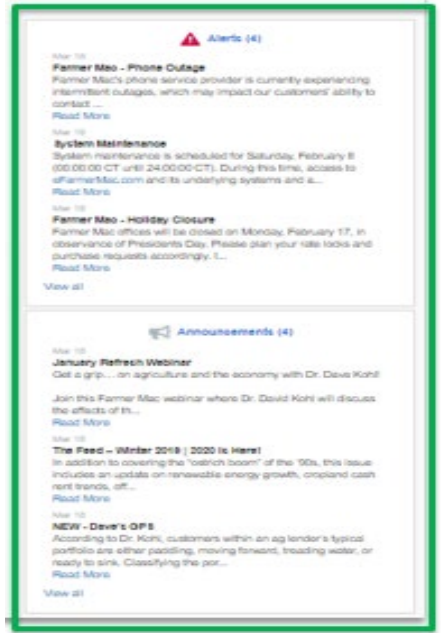
2. From the Home Page Banner.



3 Dedicated Area



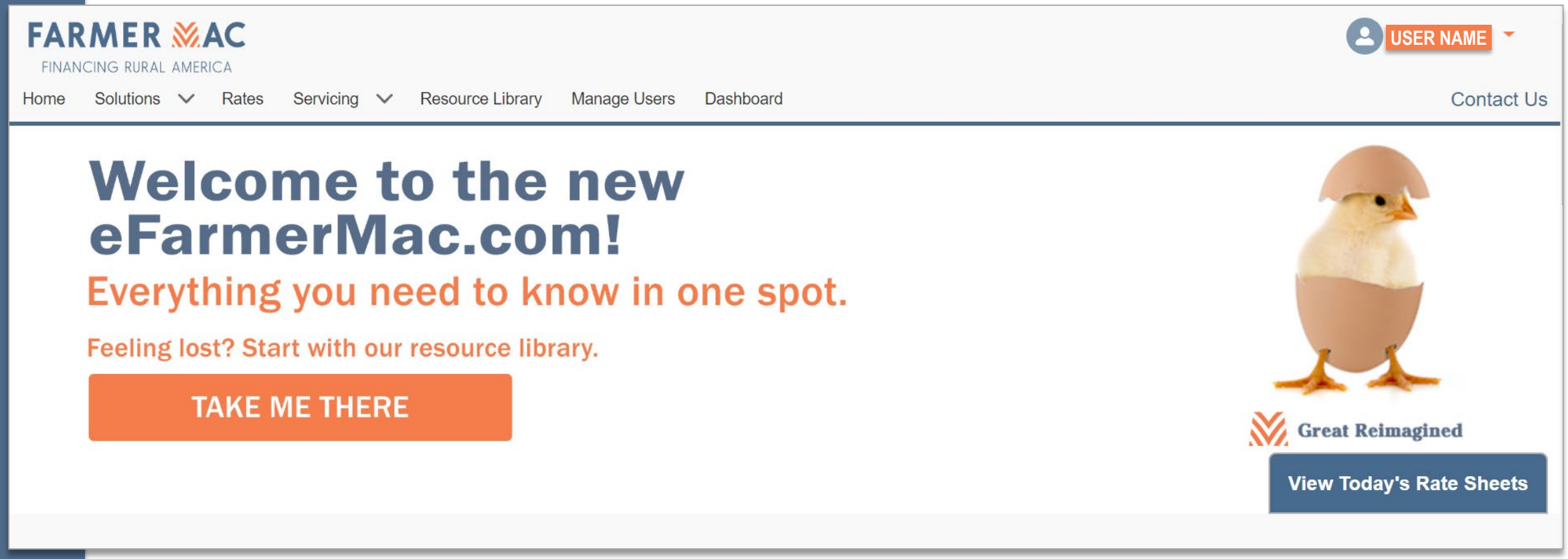




Always be in the know.

Dedicated and reliable area for special alerts and announcements.

Let's Take A Tour . . .



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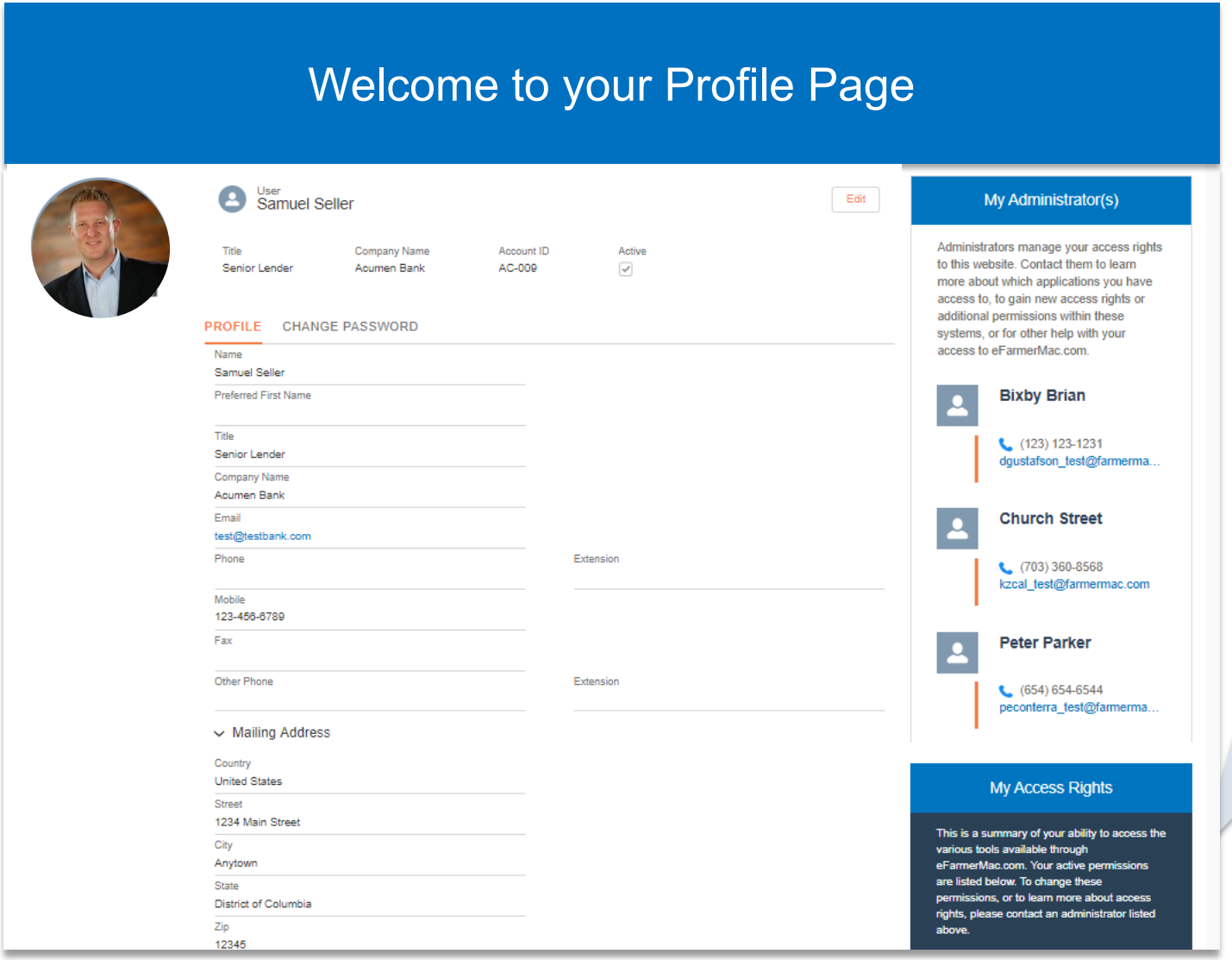
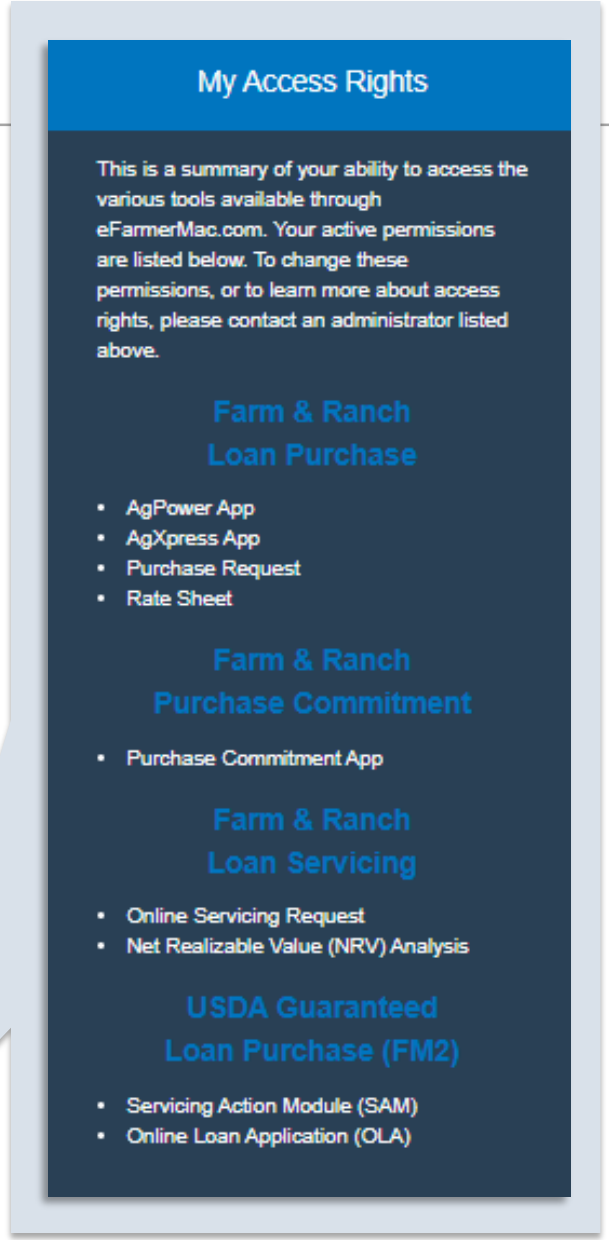
Navigating eFarmerMac.com	**Managing Users** Profiles & Permissions	Q&A Session

This is what BETTER looks like . . .





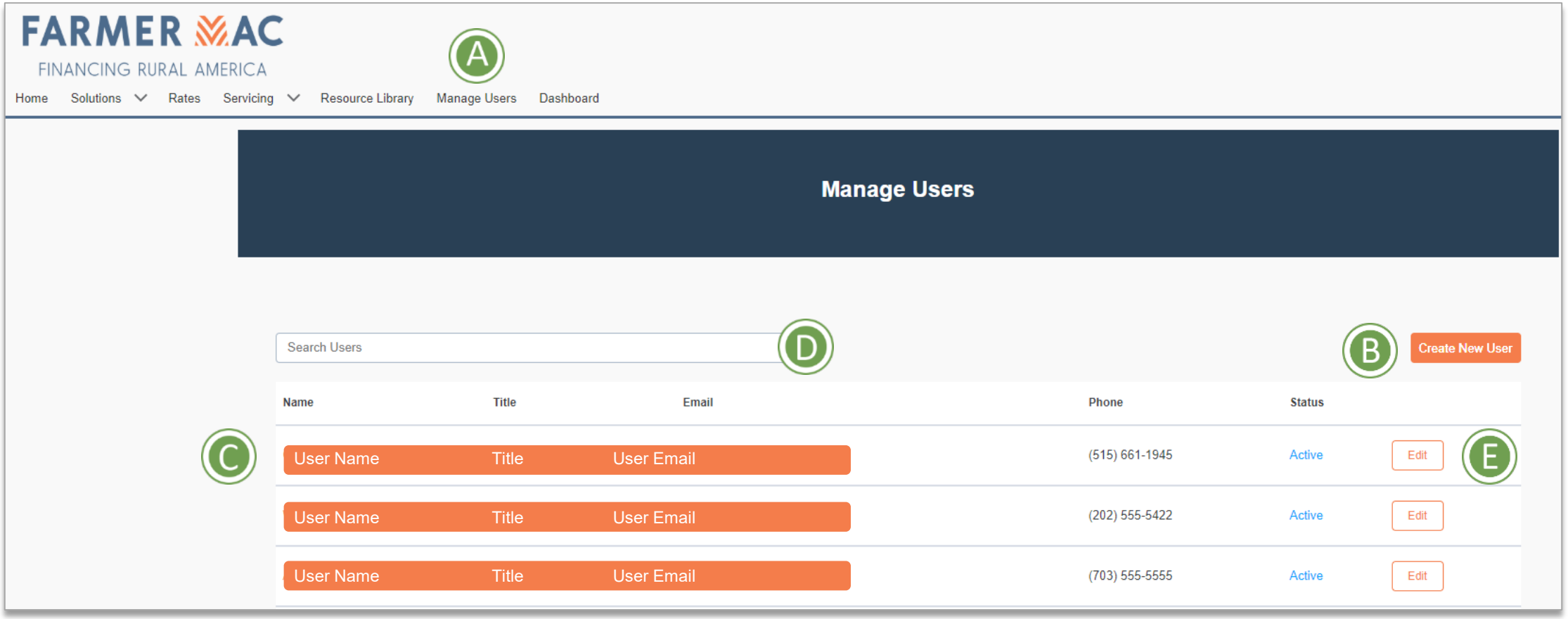
Administrator Responsibilities

Creating, updating, and deactivating users

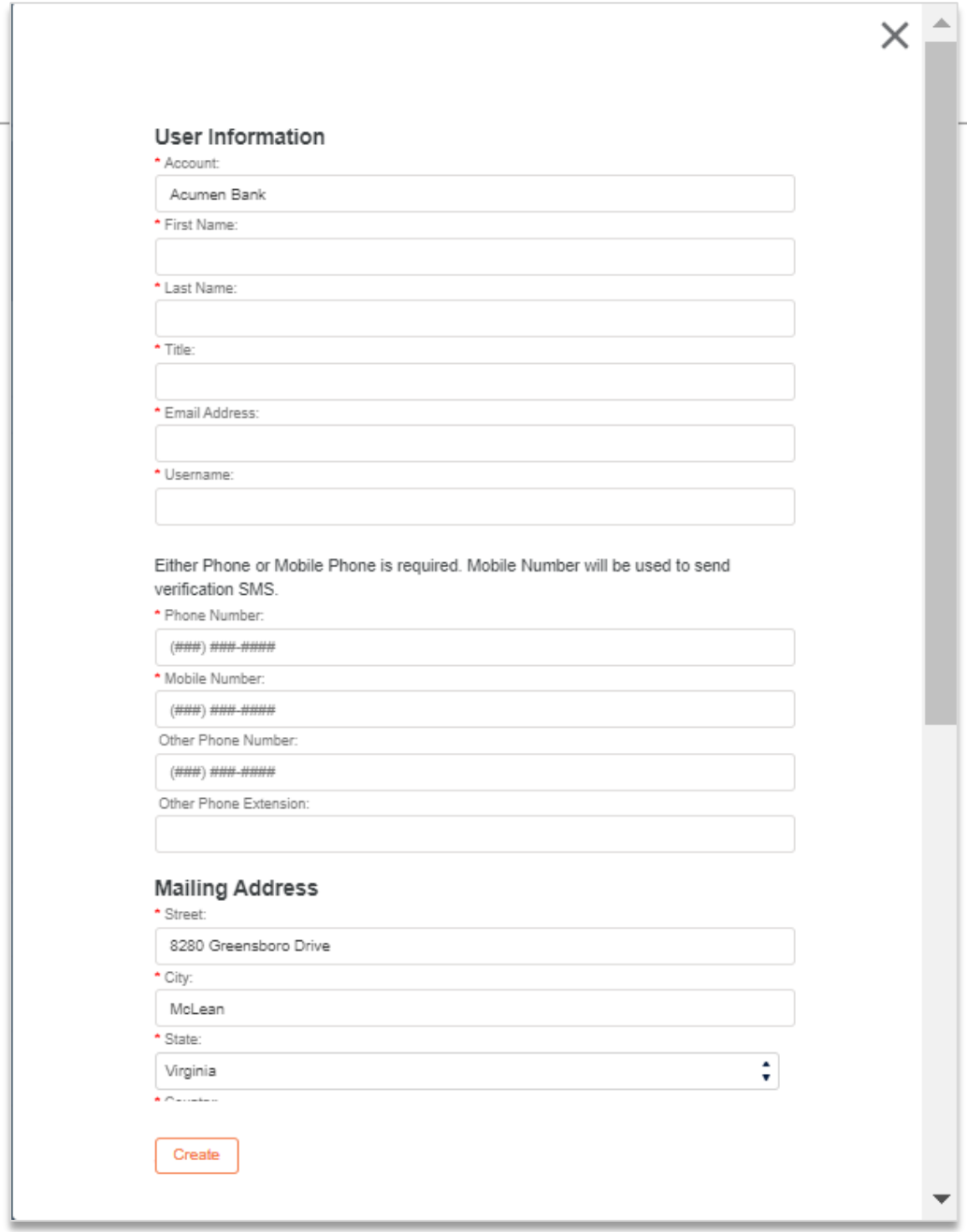
Helping users with password resets
and unlocking frozen accounts

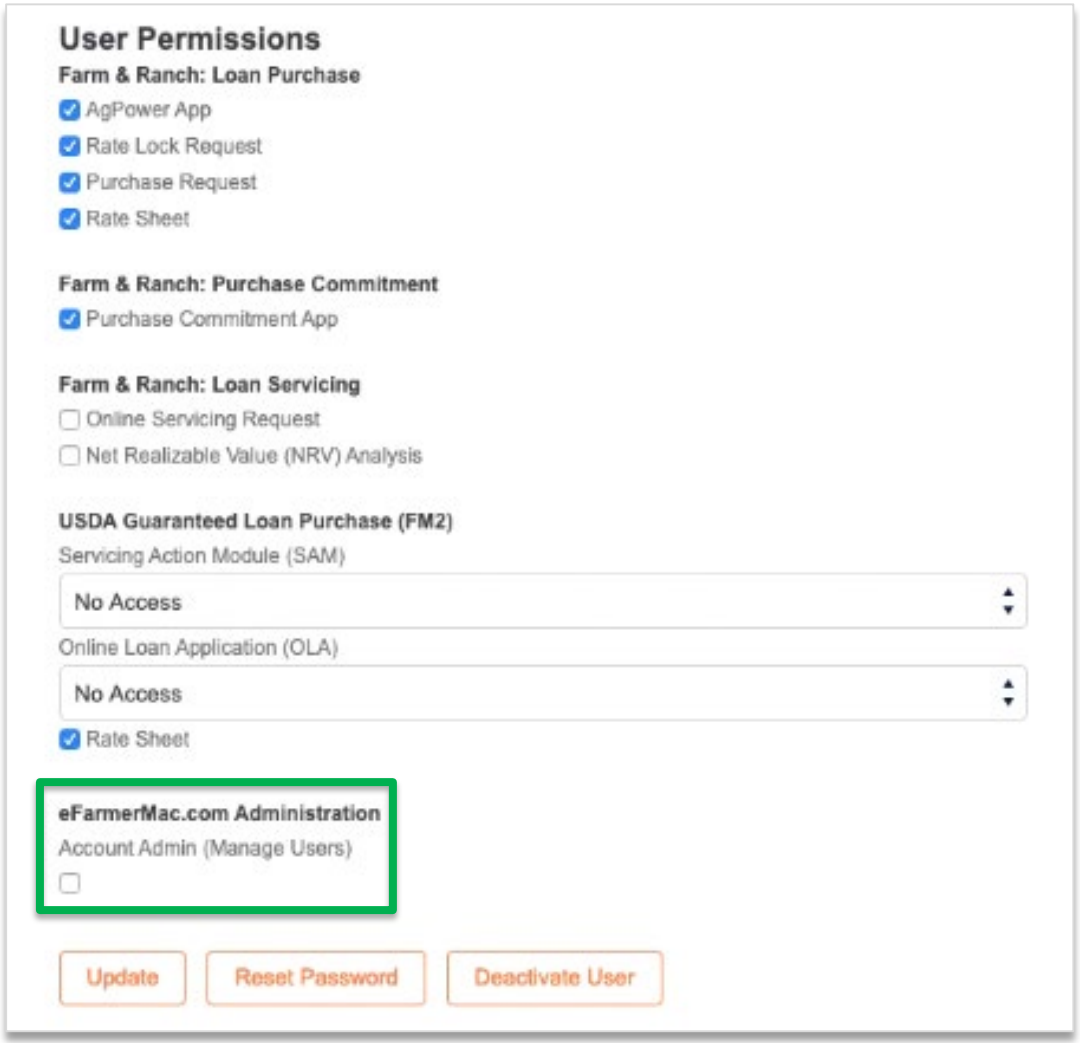
Ensuring data quality and access rights
are kept up-to-date

This is what BETTER looks like . . .

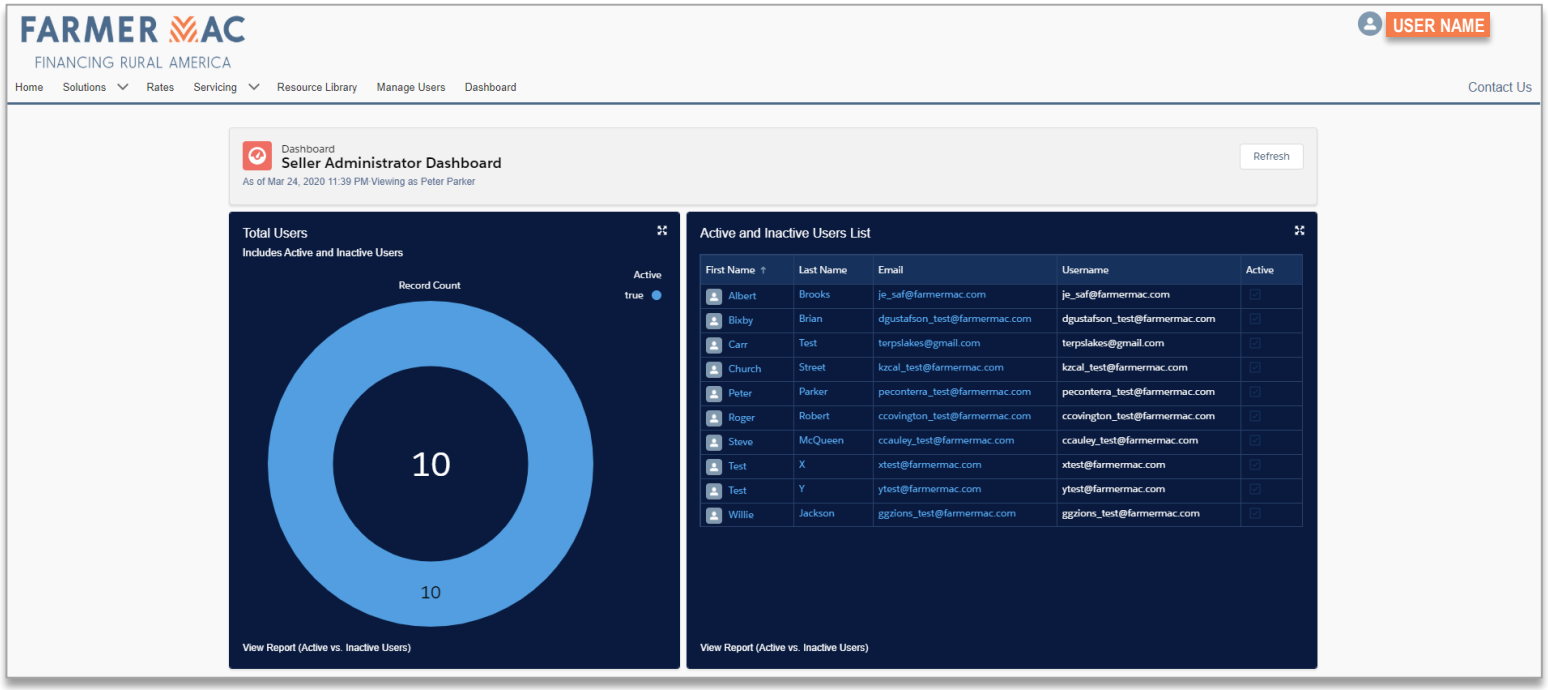


Manage Users

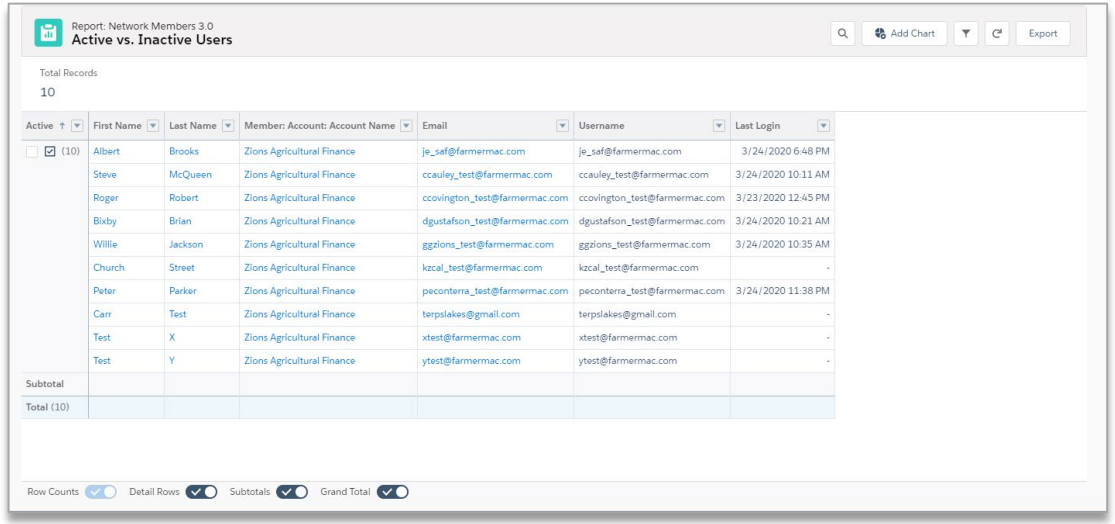




Wait . . . there's more . . .



User Dashboards and Reports



Let's Take A Tour . . .

HATCHING MAY 11!

Our new eFarmerMac.com is almost here.

TRAINING AVAILABLE 4/28 OR 5/4

SIGN UP NOW

Great Reimagined

Welcome to the new eFarmerMac.com!

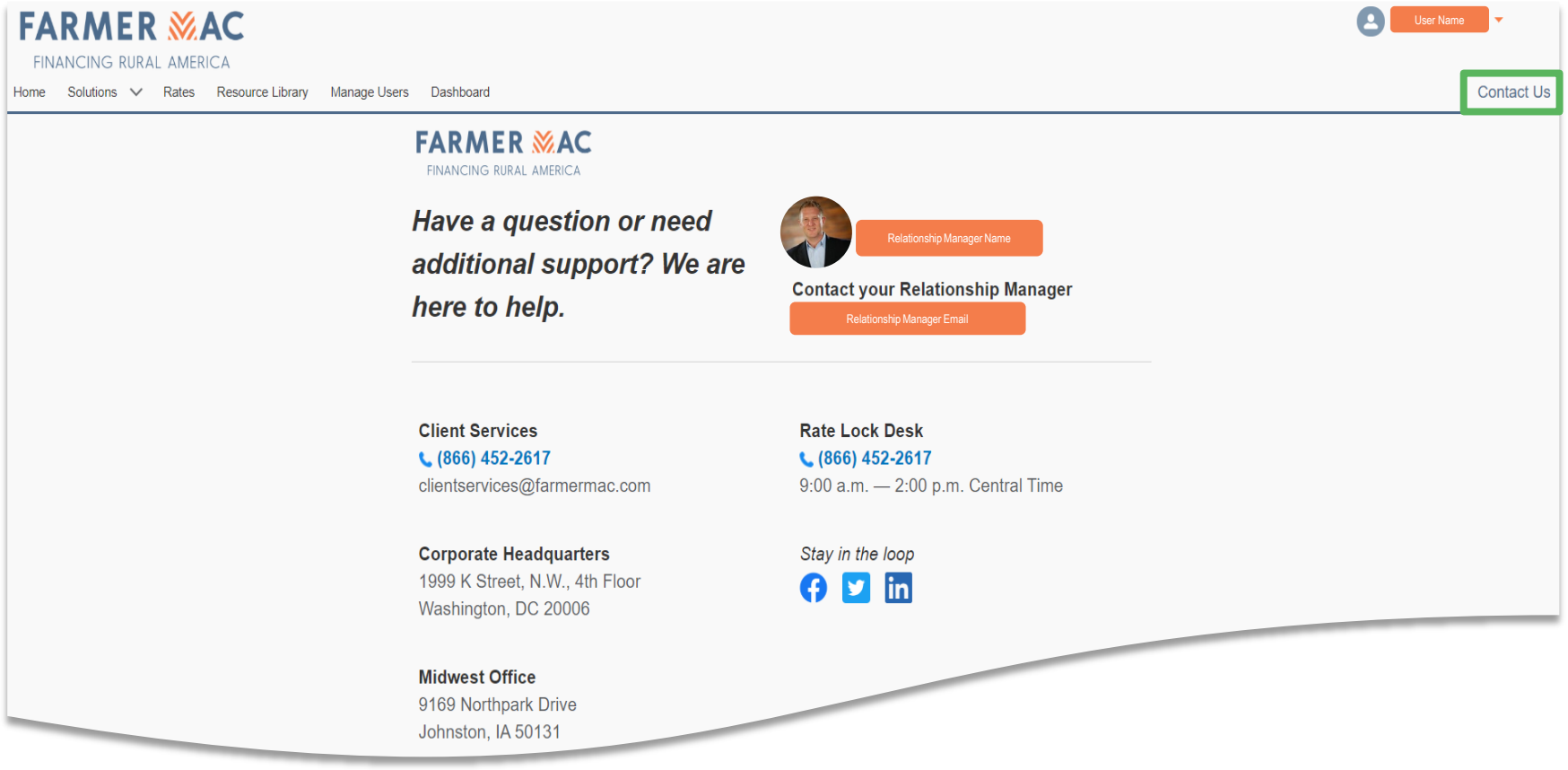
Everything you need to know in one spot.

Topics

Introducing eFarmerMac.com	Exploring the Resource Library	**Getting Help**
Accessing eFarmerMac.com	Staying Informed Alerts & Announcements	Path to Go Live
Navigating eFarmerMac.com	Managing Users Profiles & Permissions	Q&A Session

This is what BETTER looks like . . .

Knowing where to go for help just got easier!



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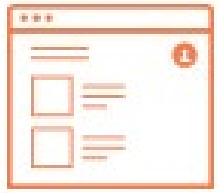
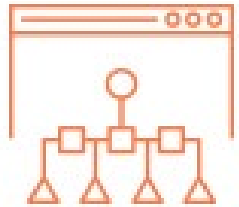


A clean, modern design



Intuitive navigation

Simplified user management

Dedicated area for alerts and announcements

We've Arrived!

THE NEW CUSTOMER PORTAL IS HERE.

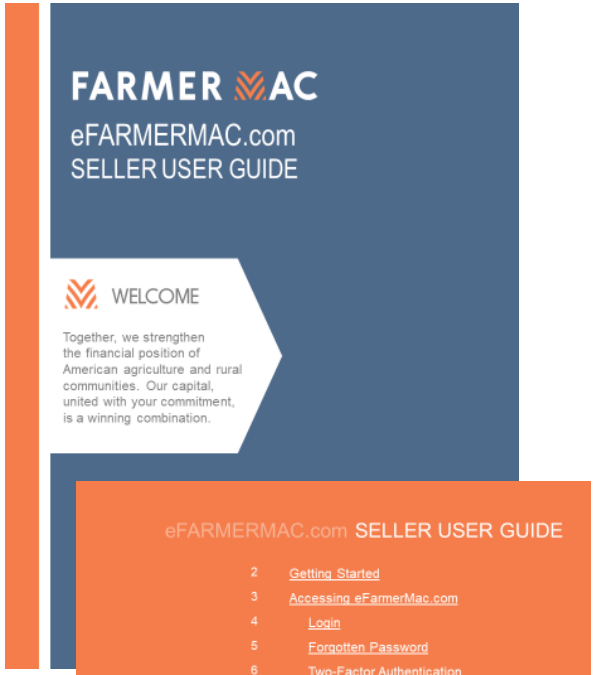
Topics

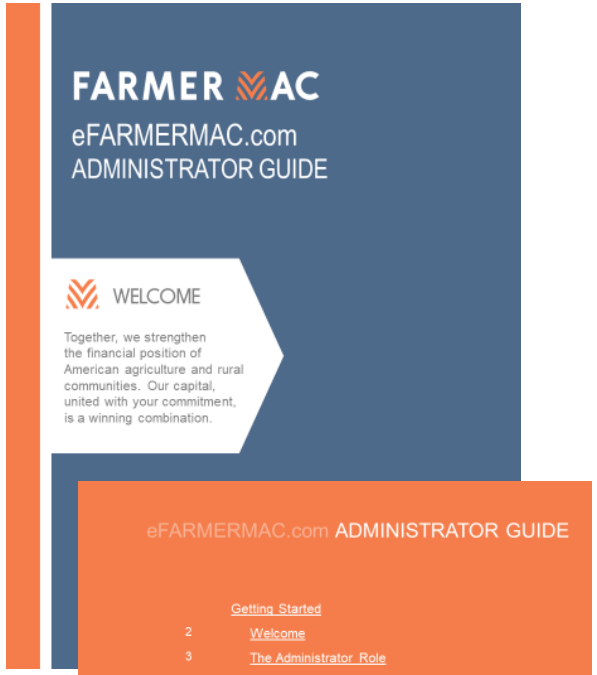
Introducing eFarmerMac.com	Exploring the Resource Library	Getting Help
Accessing eFarmerMac.com	Staying Informed Alerts & Announcements	**Path to Go Live**
Navigating eFarmerMac.com	Managing Users Profiles & Permissions	Q&A Session

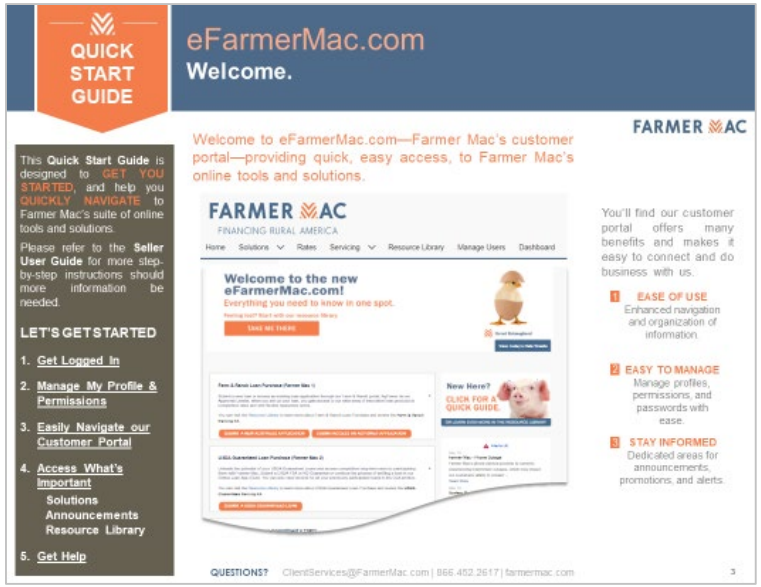
Get Ready for Go Live Communications

- Today's Webinar recording will be on www.FarmerMac.com
- Training Follow Up Email with Links to Training Resources and Recorded Webinar
- Prepare for Go Live Email – May 6th
  - Reminder to log out of Legacy Portal on Friday, May 8th
  - Login Instructions
  - Links to Resources
- Welcome Email with Login Link – May 11th

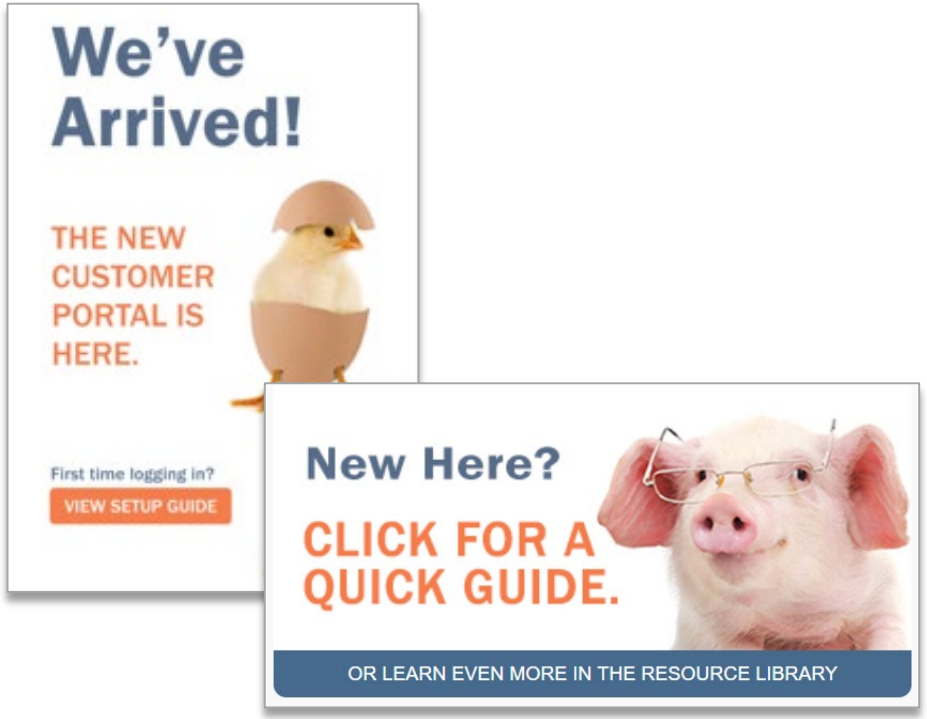
Training Support Materials

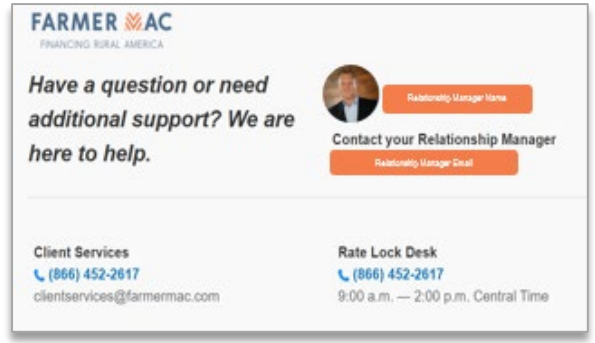






Getting Help - Customers





- ✓ Training Follow Up Email with Links to Training Resources
- ✓ Preparing for Go Live Email (Cutover Plan, Login Instructions, Links to Resources)

- ✓ Easy access to Login, Navigation, and eFarmerMac Guidance resources

- ✓ Contact Relationship Manager and/or Client Services Team

We've Arrived!

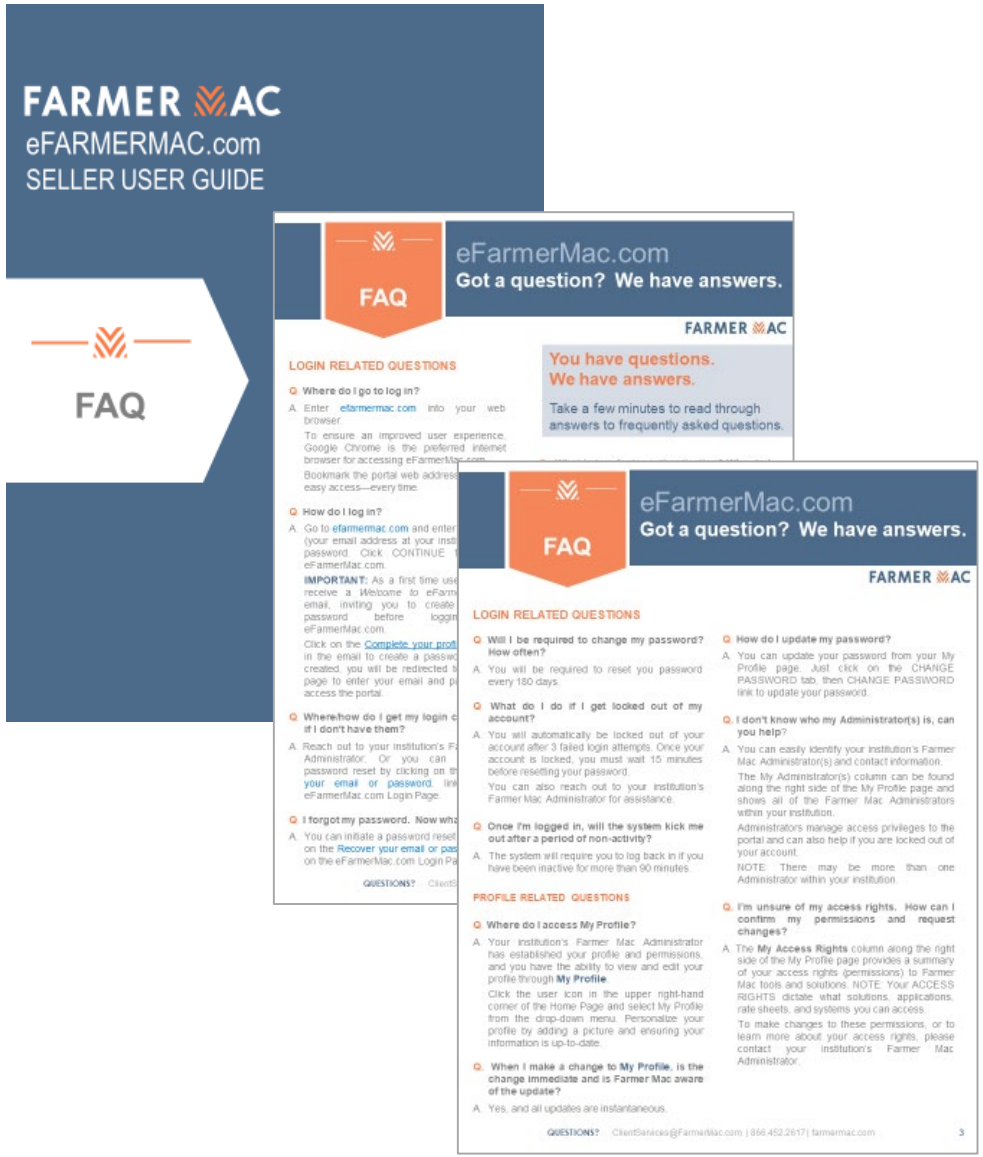
THE NEW CUSTOMER PORTAL IS HERE.

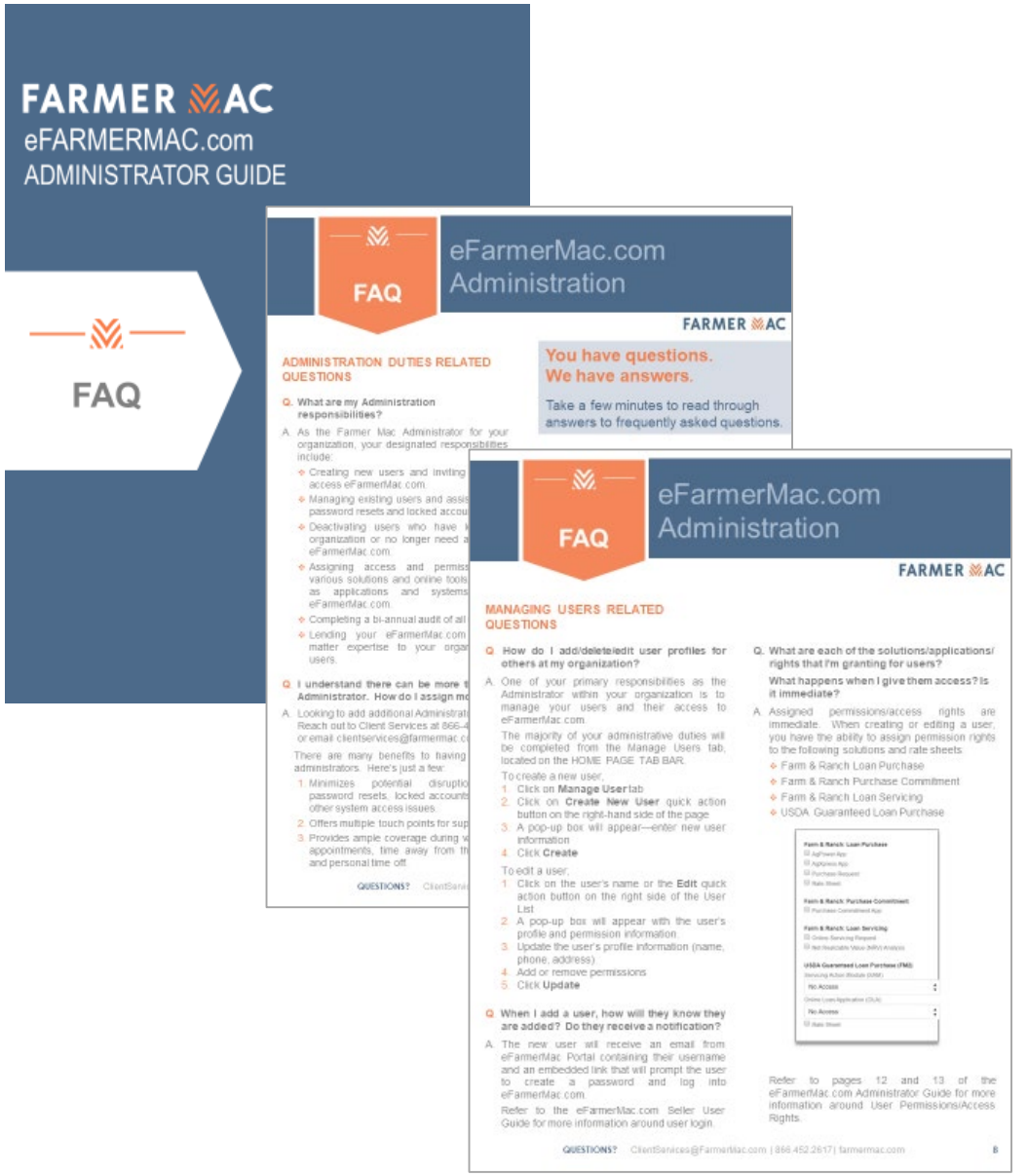
Topics

- Introducing eFarmerMac.com
- Exploring the Resource Library
- Getting Help
- Accessing eFarmerMac.com
- Staying Informed
  Alerts & Announcements
- Path to Go Live
- Navigating eFarmerMac.com
- Managing Users
  Profiles & Permissions
- **Q&A Session**

You Have Questions . . . We Have Answers

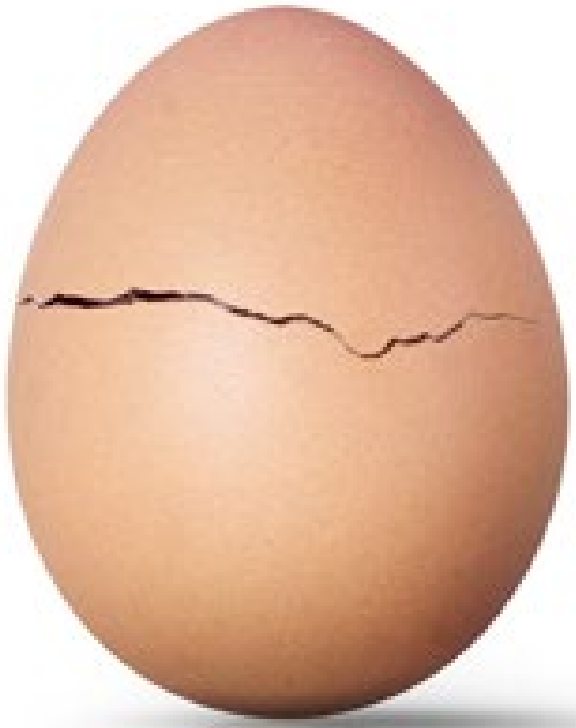
You Have Questions . . . We Have Answers





We’re cracking away at a fresh, new eFarmerMac.com.

HATCHING MAY 11!



Great Reimagined