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# MORTGAGE DAILY NEWS

AN INDEPENDENT PUBLICATION NOT AFFILIATED WITH CMB

Friday, August 17, 2007

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## MORTGAGEIT, ACQUIRED BY DEUTSCHE BANK, ADDING STRENGTH AND UNMATCHED RELIABILITY

**Sharon Bitz**, *Western Divisional Executive Vice President, MortgageIT Wholesale*, details how the acquisition by Deutsche Bank adds strength to an already robust company.

**MDN:** Tell our readers about your company. What's your main line of business?

**SB:** MortgageIT is a New York-based



*Continued on Page 18*

## THE MORTGAGE ALLIANCE COMPANY (TMAC) IS THERE TO ASSIST CALIFORNIA ORIGINATORS

**Daniel H. Jacobs**, *CEO of 1st Metropolitan Mortgage*, explains why its subsidiary, TMAC, is valuable to California originators.

**MDN:** Give us a little background on 1st Metropolitan and TMAC.

**DJ:** Well, the company is based in Charlotte, N.C. and is consistently ranked



*Continued on Page 18*

## ARGENT CONTINUES TO LEAD WITH NEW PRODUCTS DURING CHALLENGING TIMES

As brokers navigate today's changing and challenging mortgage landscape, Argent Mortgage remains at the forefront of the industry, committed to supporting them and their businesses.



While recent months have seen considerable market consolidation and finding qualified customers has become harder, Argent took steps early to position itself so it could continue to serve its brokers' needs.

"Brokers are counting on us more than ever to be there for them and to help them succeed," says Sam Marzouk (pictured), President of Argent Mortgage. "To do that we offer a complete line of loan programs designed to

*Continued on Page 29*

## CITI'S ACQUISITION OF ABN AMRO MORTGAGE GROUP/INTERFIRST SEEN AS GOOD MOVE

**Bill Beckmann**, *the President of CitiMortgage*, is a 20-year Citi veteran, having led the servicing and technology efforts for Citigroup's residential real estate entities. Here he outlines an important Citi acquisition.



**MDN:** What was the strategic rationale of Citi's purchase of ABN AMRO Mortgage Group/InterFirst?

**BB:** First and foremost, the strategy supports offering the collective client base more—whether that's via products, technology or in other ways. Beyond that, there are several reasons Citi's acquisition

*Continued on Page 19*

## THE MARKET MAY BE DIFFICULT, BUT IT'S NOT STOPPING THE NATION'S BEST BROKERS

**American Brokers Conduit Executive Vice President Al Crisanty** discusses the state of the mortgage industry and what brokers can do to succeed in the days ahead.



**MDN:** In these troubled times, what advice do you have for mortgage brokers?

**AC:** First of all, I don't think in terms of good times or bad times to be in the mortgage lending business. It's always a good time to be in this business. There are always borrowers that need mortgage loans to purchase a home or tap into their

*Continued on Page 19*

## DEXTER SOFTWARE PRESIDENT UNLEASHES THE MORTGAGE COURIER COMPANY OF THE FUTURE

**Christopher Peters**, *founder and President of Dexter Software, Inc.*, talks about how his company is the ideal solution for lenders, brokers and escrow/title firms on a national level.



*Dexter: Leading the Paperless Revolution!*

**MDN:** Tell us, where did Dexter Software start?

**CP:** Dexter Software initially was designed to run as an internal application within my brokerage firm in Del Mar, Calif. After two weeks of design/development, it became more than apparent we had designed a technology that could ultimately go nationwide, and forever

*Continued on Page 29*

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## STRONGTOWER FINANCIAL BRINGS WEALTH OF EXPERIENCE TO FINANCING CHURCHES, NONPROFITS

As churches grow in size, so does their need for financing. This niche area of the lending industry is on the rise and projected to become a \$40 billion market by 2010.

According to research conducted by Lambert Edwards Analytics, a leading research and consulting firm, this growth is driven by several primary factors: an increase in church attendance, growth in financial contributions to churches and the proliferation of *mega churches*—those with a weekly attendance of 2,000 people or more.

To help meet this growing need,

Strongtower Financial offers churches across the nation a variety of financing options from short-term construction loans to 30-year fixed financing.

“We work side-by-side with mortgage brokers to offer customized financing options for their church and nonprofit clients,” says Maxwell Wyatt, Vice President of Origination at Strongtower Financial. “As a national leader in the church financing market, we know churches and church financing inside and out. This allows us to provide financing solutions that meet

churches’ individual needs—even when traditional lenders can’t.”

Strongtower Financial offers short- and long-term financing for purchases, construction, renovation and refinancing with competitive interest rates. Tax-exempt financing is available for church daycares, pre-schools, and Christian schools as well as colleges and universities.

### About Strongtower Financial

Founded in 1952, Strongtower Financial provides financial guidance and capital to churches and Christian non-profit religious organizations to facilitate construction and permanent lending. Strongtower also is one of the largest underwriters of church mortgage bonds in the United States and has

*Continued on Page 18*

## MATCHING PARALLEL STRENGTHS TO PRODUCE AN EVEN MORE POWERFUL MORTGAGE FORCE

By *Brian O’Shaughnessy, President, Quality Home Loans, Agoura Hills, Calif.*

The recent acquisition by Quality Home Loans of Bankers Express Mortgage, Inc., not only adds 50 employees to Quality’s 130-person workforce, it also signals a new trend in our business, namely the matching of parallel strengths

to produce an even more powerful force.

It goes without saying that those mortgage origination companies remaining in the market the second half of this year must re-evaluate how they do business. Gone by force or choice will be products like the 2/28 mortgage, which was devised as a short-term solution for borrowers who later refinanced into

fixed-rate products.

With the pendulum swinging back to familiar offerings, like a 30-year fixed-rate mortgage, the subprime market appears close to disappearing. Moreover, even though mortgage originations overall are likely to decline by 8.5 percent in 2007, it looks like the market will still achieve a very impressive \$2.75 trillion in volume.

But all these market changes will help Quality Home Loans capture more share of the hard money sector.

QHL is the country’s leading residential hard-money lender and Banker’s

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— Keith Luedeman, Founder and CEO, goodmortgage.com

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## IN HARD TIMES, MOTIVATION IS KEY TO BUILDING AND MAINTAINING A STRONG MORTGAGE SALES TEAM

By Kenneth Sonner, 1<sup>st</sup> National Bank of Arizona Mortgage Division SVP, Regional Sales Manager

Motivating a sales team is easy when times are good, interest rates are low and customers are lining up at the door. But when business slows and customers are harder to find, motivating the sales team is a different story altogether.

This new and more challenging environment divides sales people into four different types—the *Willing and Able*, the *Willing and Unable*, the *Unwilling and Able* and the *Unwilling and Unable*.

Motivating and encouraging these disparate groups requires different strategies.

### Willing and Able

The *Willing and Able* need little to no extra help. These salespeople are your shining stars and company role models.

### Willing and Unable

However, the *Willing and Unable* need

additional assistance and encouragement. For starters, they may need to improve their knowledge of mortgage products. They must understand the underwriting limits, benefits and drawbacks of products in order to inform consumers which product best solves their particular situation and best meets their goals.

This type of salesperson must work on developing his or her prospecting techniques. Instead of blind cold calling, the salesperson should learn to warm up prospects before contacting them. One of the best ways to do that is networking from a common acquaintance, which can add credibility and move the customer out of the cold calling category.

Referrals from previous clients can have the same effect. Salespeople should make a point of asking satisfied customers for referrals, instead of assuming that extra business is automatic. Remembering their birthdays and anniversaries can help smooth the way for those referral requests. Networking

outside the office is another way to increase business. Involvement in a local church, clubs or civic groups can introduce salespeople to contacts with a common interest as well as in interest in their products. The goal is to set yourself apart from your competitors.

But they must be careful not to oversell, not to seem too pushy. Prospects, especially in the financial services sector, typically don't respond to pushy salespeople. They want a financial expert who can recommend the best solution to their situation, but when choosing something as important as a mortgage, they want to work with someone who treats them like a friend, with respect and caring, and someone who is courteous and honest—a trusted advisor.

### Unwilling and Able

The *Unwilling and Able* salesperson must be handled differently. Since he or she is already familiar with mortgage products and selling techniques, motivation is the key. Recognition that goes beyond the standard sales commission—awards for personal improvement and compliments from customers can work wonders. And small tokens of appreciation, such as a special parking place, can go a long way to boost satisfaction.

Empowerment can be the key to motivating the *Able and Unwilling*. Many want to know that they're respected and that their input is important. Keep an *open door* policy to new ideas. Give them a say in certain issues. Try assigning them important, but enjoyable extra duties. Perhaps making them a mentor to a *Willing and Unable* person could recharge their sales batteries. Workers are more productive and willing to sell when they are happy.

### Unwilling and Unable

Dealing with the *Unwilling and Unable* may be the most difficult. Now may be the time to cut loose people in this group for the overall team to be successful. If you don't, moral of the entire sales force can suffer. In the end, team players don't and won't want to be working next to co-workers who are unable to carry their own load and, even worse, unwilling to try. The key is finding a balance that maintains the overall integrity of the team, as well as their motivation to get out in front of customers each and every day.

To learn more about joining the 1<sup>st</sup> National Bank of Arizona Mortgage Division sales team, visit us online at [www.fnbavenue.com](http://www.fnbavenue.com) to locate a regional or area sales manager.

## MADISON REALTY CAPITAL PROVIDES LIQUIDITY TO BORROWERS AS TRADITIONAL LENDERS PULL BACK

In reaction to the recent fallout in the subprime lending market, many traditional lenders have tightened their lending standards and are making it very difficult for all borrowers to secure conventional financing.

While there has been a marked decrease in lenders for borrowers to turn to, this has not translated into a decrease in the amount of business activity taking place. Real estate players have therefore turned to alternative sources of financing, and Madison Realty Capital has established itself as one of the industry leaders in providing financing to these parties.

An institutionally backed private commercial lending fund, Madison

Realty Capital focuses on originating short term senior secured bridge loans anywhere in the United States.

“Right now conventional lenders are just lumping all borrowers into the same category, and we are finding that is just not the case,” according to Mark Bahiri, Managing Partner and co-founder of Madison. “Conventional lenders are in essence throwing the baby away with the bathwater. We are of the belief that there are still a lot of good deals to be done out there. We have been very active in the first half of 2007 and originated over \$160 million in loans. Given our current pipeline, we expect the second half of the year to be even stronger.”

Madison has recently started to fund transactions that just a few months ago would have been financed by a conventional lender. Due to the fact that Madison is a private fund, they are able to execute loans much quicker than a conventional lender can. One of the main reasons is that all of their financings are done on balance sheet, and their deals are not syndicated out to others. This has led to them filling a void that has been created in the market as many lenders are pulling back.

“Recently we funded a \$19.7 million loan in San Antonio, Texas,” adds Bahiri. “The borrower was looking to refinance existing debt on two apartment complexes totaling 563 units. Countrywide was originally supposed to fund the loan, but then decided against it due to the overall environment. This left the borrower in a very bad situation as he had certain payments that were coming due. We were

able to step in, lend on the properties in excess of 70 percent loan to value, and close the loan. All within two weeks.” Bahiri says that Madison's position in the marketplace is only getting stronger and is benefiting real estate developers and entrepreneurs across the country.

“We have originated loans in 30 states. There is no region that we favor over another. We simply look for the best deals where we think value exists, and aim to make the experience as easy for our borrower as possible. Were it not for Madison, many of our borrowers would have faced very dire situations. Our goal is to continue to provide this service to the marketplace and to enhance and grow our reputation as a borrower-friendly lender.”

To learn more about Madison Realty Capital, stop by booth 1238, visit [www.madisonrealtycapital.com](http://www.madisonrealtycapital.com) or call 888-261-MADISON (6234).

## ARGENT 'MARKETING TOOLS' GIVE BROKERS THE POWER TO GET AHEAD OF THE COMPETITION

Adding to its solid reputation for providing a broad range of non-prime and Alt-A loan products, Argent Mortgage also offers brokers a full suite of *Marketing Tools* to help them stand out from the competition and build their business.

A benefit available only to Argent-approved brokers, Argent Marketing Tools includes a series of Web-based resources that empower mortgage professionals to create things like customized postcards, flyers, letters, individual ads and complete campaigns, emails and national-prize sweepstakes.

Brokers also have access to expert marketing services, discounts on printing services, custom promotional

items, email and much more. Marketing Tools is part of a broader suite of Argent services designed to help brokers get a leg up on the competition and build their business. Other services include Argent University, offering online continuing education and certification updates, and Argent Purchasing Express, featuring expert advice and substantial discounts on all the products and services brokers need to run their business.

“With Argent Marketing Tools brokers have a one-stop resource for all their marketing needs,” notes Angela Doumeng, Argent's Senior Vice President of Marketing. “It eliminates the

pain associated with marketing, giving brokers easy access to professional marketing pieces and services that can help them reach more customers and increase their business.”

The Ad Creator portion of Marketing Tools was recently updated with features added to make it easier for brokers to build their own customized ads, flyers, postcards, letters and emails using professional copy and photo templates. Brokers can use the templates provided, or use their own words, logos and photos. Marketing Tools walks the broker through the process step-by-step, so creating ads, letters and entire marketing campaigns is easy.

Argent Marketing Tools also includes *The Big Sweeps*, which helps brokers generate more leads by launching their own personalized national sweepstakes program. With upscale prizes secured by Argent, brokers offer the sweepstakes under their own name.

Customers can win prizes, including exotic vacations, electronics and home-improvement certificates.

Discounted marketing services available through Marketing Tools helps brokers maximize their marketing budgets. Significant savings are available on professional services such as printing, mailing, email, lead purchasing and advertising. Argent Marketing Tools also gives brokers a pipeline to discounted custom-branded promotional items that serves as a creative and useful way to keep their name in front of current and prospective clients.

“Argent is committed to helping brokers build their business, says Doumeng. “Marketing Tools is an important part of that. It gives mortgage professionals easy access to the things they need get ahead of the competition and stay there.”

For more information, stop by booth 311.

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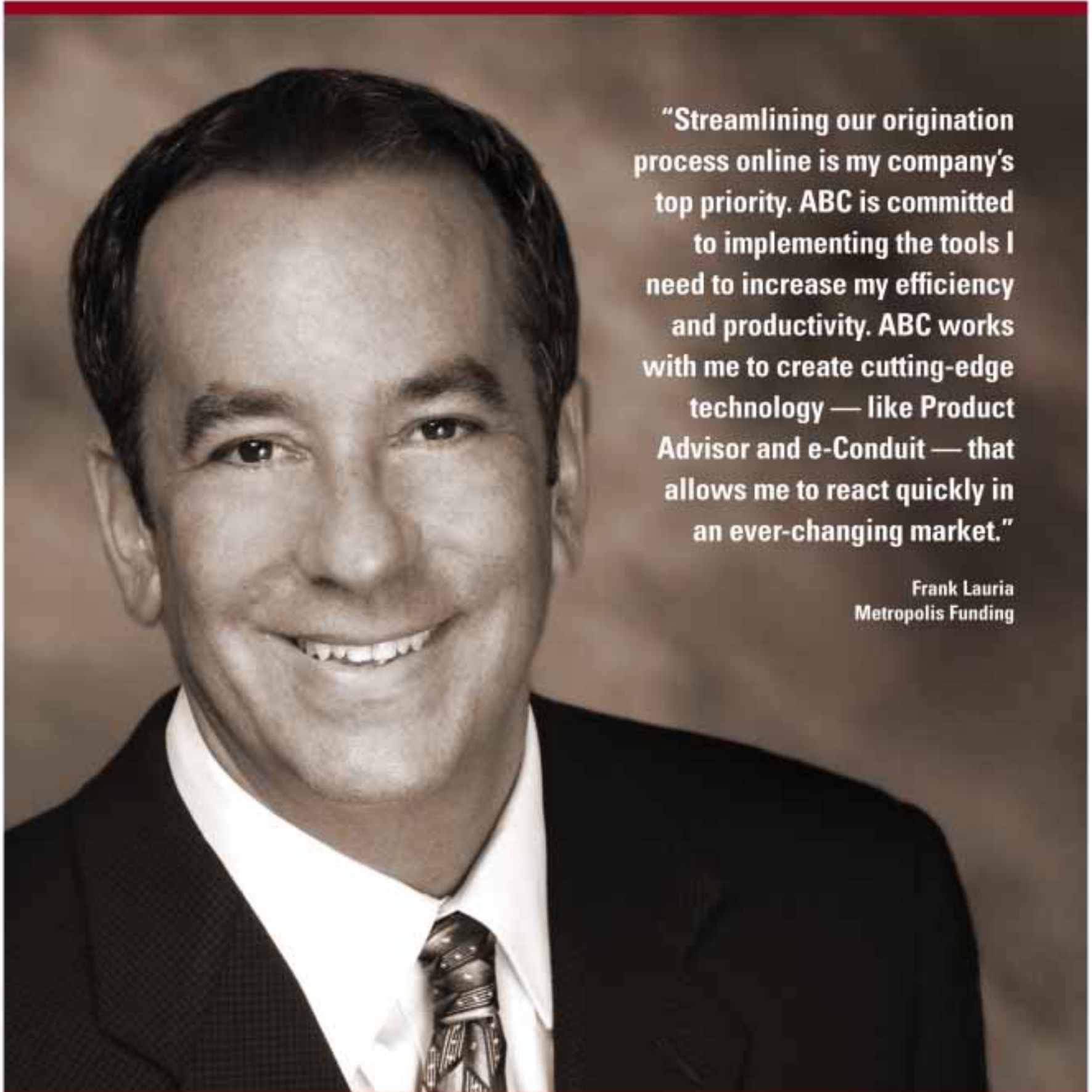
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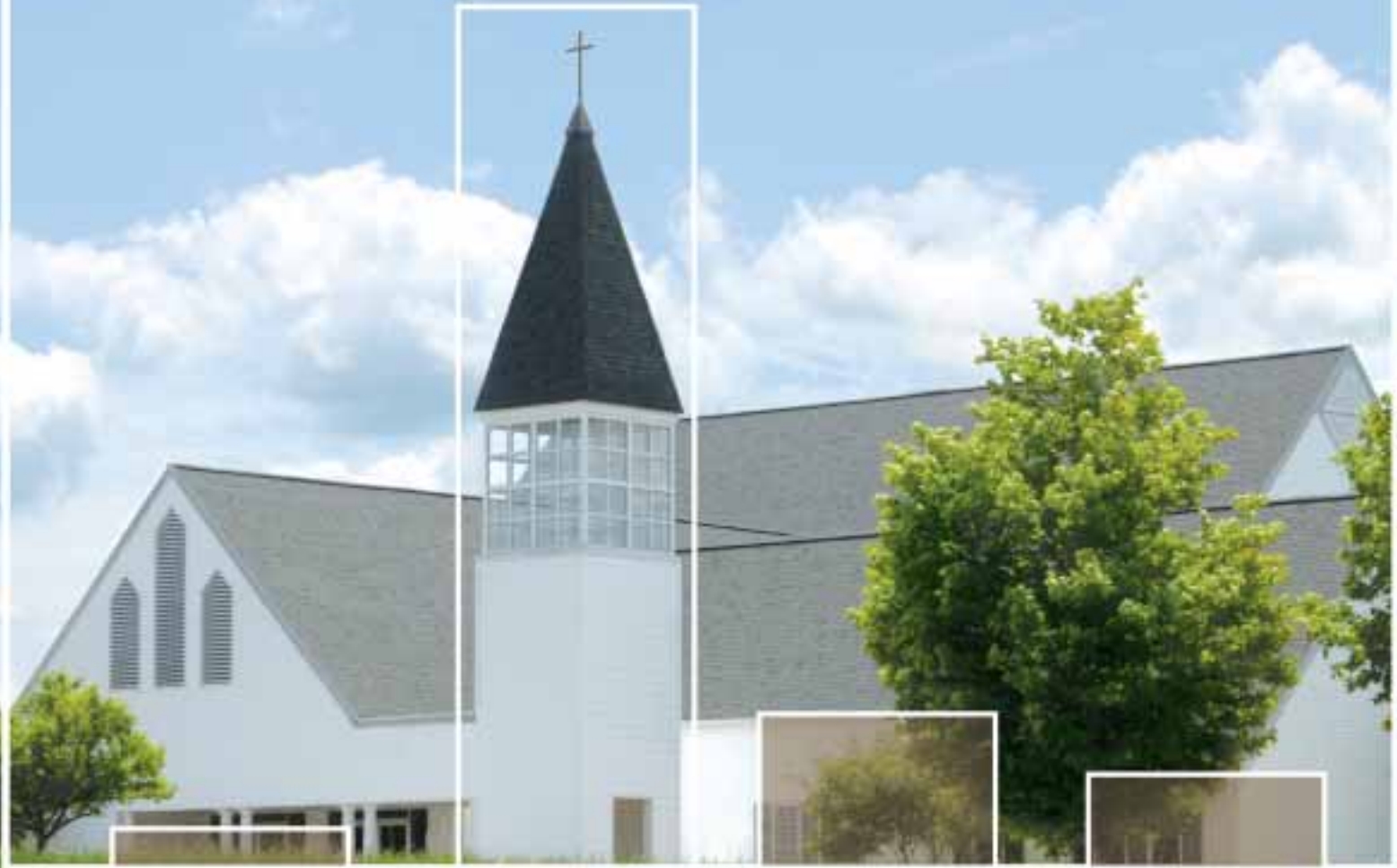
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## 1ST METROPOLITAN MORTGAGE PROVES IN HARD TIMES THAT CHANGE CAN BE A GOOD THING

Mortgage companies are closing everyday it seems. For forward-thinking originators, this can be a time to thrive.

National mortgage broker 1st Metropolitan Mortgage has welcomed many of the top loan originators who found themselves without a job when their companies closed.

"With the rash of recent lender closings, many high quality originators and other industry professionals who were displaced have found a stable home with 1st Metropolitan," says Daniel H. Jacobs, CEO of 1st Metropolitan.

1st Metropolitan is one of the country's leading mortgage brokerage firms, having been in business since 1983. The company has nearly 250 branches nationwide, and this year alone, 1st Metropolitan has tripled the number of offices recruited. This is largely due to originators wanting to focus on originations while having a proven company, such as 1st Metropolitan, manage areas, including licensing, compliance and technology.

"Our agile model features a scalable back office infrastructure," says Jacobs.

"1st Metropolitan continues to support the success of our existing branches while meeting the needs of the new ones. We have learned to be efficient in every market by supporting a consumer-oriented mortgage business nationwide."

Another advantage originators have by working with a company such as 1st Metropolitan as compared to being an independent broker is access to thousands of different loan products. Keeping up with the number of lenders that are leaving the market, coupled with trying to track all of the loan products available, can be a full-time job. It would be an impossible task for an independent broker, who also needed to execute a plan, to maintain market share.

Having a dedicated department that will track loan programs and build relationships is the better way to

ensure that originators are up to date with lender changes.

"We have a very successful preferred lender program that has been in place for more than three years," says Brenda Jarvis, 1st Metropolitan's Director of Lender Relations. "This program has been the catalyst for remarkable changes that have helped our MetroBranches operate more efficiently."

Originators, who are wise about developing the proper relationships with companies such as 1st Metropolitan, can survive this origination cycle and can even look forward to substantial growth.

For more information about 1st Metropolitan Mortgage/TMAC and for a chance to win an iPhone, stop by booth 1154. Those interested may also call 877-365-1933 or visit [www.tmacmortgage.com](http://www.tmacmortgage.com).

## JMAC'S PRUDENCE, PRIORITIZATION CARRIED THEM THROUGH VOLATILE PERIOD IN MORTGAGE INDUSTRY

We've just been through some of the wildest years in the mortgage industry yet. Lenders pioneered a daring smorgasbord of niche products. These included interest-only ARMs, and 100 percent financing.

They became the order of the day, not only in subprime, but across all segments. There were good intentions to put a wider range of consumers into their dream homes. But a fair share of lenders

and mortgage originators—attempting to capitalize on the booming real estate market—aggressively took on an excessive amount of risk and are now seeing increased defaults on loans and consequent troubles.

During this free-for-all, JMAC Lending prioritized sound business practices and relationships with brokers over the bottom line. Their balanced offering of aggressive and traditional products

demonstrated the foresight needed to thrive in this volatile business. Because of JMAC's prudent approach to lending, they have been able to sustain a consistently solid, but diversified mix of products at competitive prices.

Now the proverbial pendulum is swinging back. After a long season of risky lending, the mortgage industry is returning to the tried-and-true traditional programs. Lending institutions are tightening their underwriting policies and scaling back on riskier products in an effort to regulate themselves and recover from their mistakes. In this climate, JMAC Lending is still able to provide niche programs and a limited number of 100 percent

financing loans, thanks to prudent practices and good relationships with partners and investors.

Here is a sampling of JMAC's programs and products:

- Dakota Expanded Plus with most documentation types available: an expanded criteria product with aggressive conforming pricing.
- Premier Hybrid Option ARMs with I/O minimum payment and premier pay option ARM one percent: No-ratio, NIVA and no docs available for 80 percent LTV, non-traditional tradelines.
- 100 percent LTV/CLTV conforming and non-conforming flex programs: 30-year, fixed, 3/1, 5/1 and 7/1 with interest-only available, Full Doc or SIVA.

## SEVEN OF THE TOP 10 BROKERS NATIONWIDE HAVE SWITCHED TO ELLIE MAE'S ENCOMPASS LOS

With over 50 percent of the nation's top 250 brokers using Ellie Mae's Encompass Mortgage Automation system, there must be something to it. While other loan origination systems largely only manage forms, Encompass includes the tools to make originating, processing and closing loans faster, simpler and more efficient than ever before.

If you want to know why seven of the top 10 brokers in the country have switched to Encompass, here are the three top reasons often cited:

### 1) Centralized Storage Makes Compliance Easy

Most loan origination systems leave compliance heavily dependent on human involvement. In branches and multi-site locations, usually the broker must manually upload files to a secure site where the organization's management

can review them. But when staff gets overly busy or the person responsible for the task is out that day, the entire system can be compromised, turning each file into a potential compliance risk. With Encompass, all loans reside in a centralized location, which means that they can be accessed by any authorized user at any stage of the game, so the compliance process is easy to manage. "Compliance has been of the utmost importance to us since 1979," says Gregory L. Hill, CEO and President of Family First Mortgage Corp. "Encompass Anywhere connects all of our nationwide branches, allowing us to meet all federal and state regulations and to keep our finger on the pulse of our entire business." Furthermore, integrated compliance verification makes it easy to run loans through compliance checks—before it's too late.

### 2) True Loan Management Speeds Up the Process

With the numerous tasks associated with the loan cycle, a lot can get lost in the shuffle. To prevent this, Encompass includes an at-a-glance *dashboard* to see all the loans in your pipeline on one screen, including built-in reminders to ensure that all tasks get completed on time. "Encompass helps us develop, monitor and reach our business plan goals by tracking total volume, number of closed loans, referral sources and more," says Jodee Brydges, CEO of Meridian Financial. "To think that we used to do this with Excel! Encompass is far superior." Each loan officer and processor is kept aware of what he or she should be doing through a series of checklists that pull information from each file. Once the task is completed and the information is input into the file, the system automatically logs the activity so that everyone is kept on track. The intuitive system is so easy to use that the result is fewer errors, less work and record processing times.

### 3) Customization Ensures a Proper Fit

Unlike other systems that aren't expandable, Encompass was designed to grow

with a company and provide a proper fit at each stage. Encompass' different editions ensure that a company's needs will always be met, even if the company grows or changes. "After 18 years, we're switching from Ellie Mae's Contour to Encompass," says Leif Thomsen, President of Mortgage Master, Inc. "Encompass Banker Edition is the complete end-to-end solution that we need to grow our company into a national leader." Encompass is available in Personal, Standard, Custom, Professional, Anywhere (Web based) and Banker editions, with each version catering to the specific nuances of each business. Whether you're a one-person shop with a home office or a multi-location nationwide mortgage brokerage, Encompass gives you the room to grow and flourish without holding you back.

Encompass simply makes managing the loan cycle easier, faster and more efficient. For more information on what makes Encompass the industry's premier choice for mortgage origination systems, visit booth 236, call Ellie Mae at 877-355-4362 or visit [www.elliemae.com](http://www.elliemae.com).

## REVERSE MORTGAGES WITH LOWER UP-FRONT COSTS, HIGHER LIMITS ARE GAINING IN POPULARITY

Reverse mortgages have come a long way since the first loan of its type was made in 1961. Nelson Haynes of Deering

Savings & Loan in Portland, Maine is said to have made the first reverse mortgage loan to Nellie Young, the widow of

his high school football coach.

Today, reverse mortgages are well established and lenders are increasingly offering their own reverse mortgage products, so that consumers have greater choice, according to the National Reverse Mortgage Lenders Association. Most of these programs have lower upfront costs and higher loan limits, compared to the FHA Home Equity Conversion Mortgage,

NRMLA says. Even new variations of the HECM, including a fixed rate option, have been introduced.

Established in 1997, NRMLA, headquartered in Washington, DC, is a national voice for lenders and investors engaged in the reverse mortgage business. NRMLA fulfills several roles,







## STEARNS LENDING GROWING RAPIDLY ACROSS THE NATION

Stearns Lending has been providing real estate financing nationwide since 1989. With a history in residential and government loans, Stearns Lending has become one of the fastest growing full-service mortgage lenders in the United States. Stearns Lending has offices located from California to Maryland,

Based in Santa Ana, Calif., Stearns Lending's stated goal is to provide its customers with the superior support and personal attention. Glenn Stearns is the founder and chairman of the mortgage lending company.

For more information, visit [www.stearnlending.com](http://www.stearnlending.com) or call 800-350-5363.

### MortgageIT (Con't. from p. 1)

residential mortgage banking company, providing wholesale products and services in all 50 states. We were founded in 1988. In January of this year, MortgageIT was acquired by Deutsche Bank as a key element of their build-out of an integrated mortgage origination and securitization platform.

**MDN:** What makes MortgageIT unique?

**SB:** It's our decentralized approach to our business. We have a strong, local loan origination platform, with 39 branches spread out over the country. Now, because of our association with Deutsche Bank, we also have the backing of one of the largest banks in the world.

**MDN:** What was the most significant event or series of events affecting your company in the past year?

**SB:** Being acquired by Deutsche Bank in January definitely strengthened us. We now have resources that we did not have in the past.

**MDN:** Did your marketing strategy in the past year provide you the overall position you had projected?

**SB:** Yes, we have hit the *Top 10* nationally

as a residential wholesale originator. Our goal now is to move up within the *Top 10*, and crack the *Top 5*.

**MDN:** What do you anticipate to be your greatest challenge in the year ahead?

**SB:** We'd like to grow our business in an industry that's contracting. Our greatest challenge is to reinvent ourselves, and provide additional value to our business partners in a changing mortgage landscape. With new products, new technology and our exceptional service, we believe that we will be successful.

**MDN:** What new product are you most excited about introducing?

**SB:** Our Closed Loan Purchase Program, through which customers have the ability to broker their own loans or sell them to MortgageIT as closed loans. The benefits of this program include the broker being the lender engaging in secondary market transactions, controlling the closing [including documentation preparation] and underwriting the loan [if they have FHA DE Authority].

**MDN:** What is on the horizon for your company technology-wise?

**SB:** We've got a new automated underwriting system, which is scheduled for

## ACCESS LENDING'S STRENGTH SEEN IN NEW TIES TO FRANKLIN BANK

**David Fleig, founder of Access Lending, discusses the company's 10-year journey, the recent events that led to Access Lending becoming a division of Franklin Bank, and the ways this new relationship will benefit warehouse customers.**

**MDN:** As a subsidiary company, how did

Access Lending survive the New Century Financial bankruptcy?

**DF:** It wasn't easy! A complete explanation would literally provide the text for a novel. But in sum, through a

*Continued on Page 27*

activation next summer. Also, there is a new electronic loan submission system, which we have begun working on this summer and will roll out by the end of 2008.

**MDN:** What is the nature of your company's distribution?

**SB:** Wholesale origination—the wholesale channel is MortgageIT's main business line.

**MDN:** How do you handle sales?

**SB:** We have a sales force of more than 450 across the country, who report up to sales managers. This is a hands-on sales team to which we provide a lot of ongoing training. We also focus on training for our target end-users—our brokers.

**MDN:** Tell our readers what you have planned here at CAMB.

**SB:** Our trade show objectives are to meet with our existing customers to find out their needs in the upcoming year. In addition, we will be showing new customers what we have to offer. We will also continue to showcase PriceIT•LockIT, our product eligibility search engine.

**MDN:** How do you see the next year in

terms of the economy, sales, technology and product evolution?

**SB:** I see the economy as being stable this next year, and not having a huge impact on interest rates or the rate environment. In sales, I see MortgageIT continuing to increase our sales force to achieve further penetration in the market. In technology, I see us becoming a leader in the mortgage industry. With regard to products, I see the Closed Loan Purchase Program really taking off.

**MDN:** What is your outlook in general for this product line?

**SB:** We feel the Closed Loan Purchase Program is innovative and timely, and expect it to be one of our top sellers.

**MDN:** To what do you attribute your company's success?

**SB:** Our ability to reinvent ourselves is one of the reasons for our success. We react quickly and adjust to the changes in the marketplace. Also, we attribute our success to now being a part of Deutsche Bank, a large and successful investment bank. And finally—as always—our people are what set us apart from other companies. We firmly believe in the ideals behind our company slogan of *People & Opportunity*.

### 1st Metropolitan (Con't. from p. 1)

among the nation's largest mortgage brokers. Doing business since 1983, we have 250 branches nationwide. Our model supports some of the brightest entrepreneurs in the industry. Our philosophy is to handle all the non-revenue generating activities of running a mortgage company from the corporate office, allowing originators and branch managers to focus solely on revenue generating activities.

**MDN:** Tell us about TMAC?

**DJ:** After extensive research, we found that we could offer California originators tremendous value through a subsidiary, TMAC, The Mortgage Alliance Company. California has multiple licensing types, one of which—the DRE—uses its real estate licensing structure to license mortgage brokers. As a result, many California mortgage brokers are

used to working under the real estate salesperson exemption, which allows them to be paid via 1099. Because we are a national W2-employee-only operation, we wanted a way to meet the needs of these originators while holding true to our business structure.

**MDN:** What are some of the benefits of TMAC?

**DJ:** Originators will be able to enjoy the proven back-office structure we have in place while focusing on their primary market—California. Because of the technological infrastructure we used to build 1st Metropolitan, TMAC branches will enjoy access to the same back office support and infrastructure of 1st Metropolitan. This level of support and service is seldom found in California net branches.

**MDN:** How have you been able to sustain your business during this

volatile mortgage market?

**DJ:** Interestingly, so far this year, 1st Metropolitan has been able to triple our branch recruiting efforts compared to last year. Because our company stays flexible with a scalable back office infrastructure, we are able to help our originators maintain and even increase their market share during any kind of market climate. We have built strong partnerships with Wells Fargo Mortgage, Resource Bank, Citi Mortgage, Option One Mortgage and many other lenders that enable us to offer better pricing and service on loans because of our economy of scale. We are able to dedicate the administrative resources to staying ahead of the market that independent brokers simply cannot if they are also going to be fully engaged in origination activities. With TMAC we will tap into an entire market that has thus far been underserved by truly full service net branching companies who

also offer 1099 pay in California.

**MDN:** How can originators remain successful in any market?

**DJ:** In addition to joining a company that will allow them to focus on their core business of loan origination, they can look at offering other products. For instance, originators should consider branching out into commercial, construction and reverse-mortgage loans. Yes, there is some additional education, but the return is worth the investment. Also, cultivating relationships with Realtors and builders remains key as well as a strong overall relationship management and marketing campaign.

*For information about 1st Metropolitan Mortgage/TMAC and for a chance to win an iPhone, stop by booth 1154. For more information, call 877-365-1933 or visit [www.tmacmortgage.com](http://www.tmacmortgage.com).*

### Strongtower Financial (Con't. from p. 4)

provided more than \$1 billion in church bond originations and financial guidance to thousands of churches.

Strongtower is uniquely qualified to service churches and individual clients thanks to the depth of its experience, knowledgeable team of registered representatives and

advanced delivery systems. The company also is well respected for its trading technology, ability to evaluate the individual investment criteria of its clients and strong commitment to

superior risk management.

For more information about Strongtower Financial, stop by booth 322, visit [www.strongtowerfinancial.com](http://www.strongtowerfinancial.com) or call 800-333-9893, Ext. 111.

## DOZENS OF COMPANIES STEP UP AS 2007 CAMB CONVENTION SPONSORS

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As of June 1, 2007

## FEDERAL HOUSING FINANCE BOARD MONTHLY INTEREST-RATE SURVEY, MORTGAGE DATA AVAILABLE ONLINE

Each month the Federal Housing Finance Board conducts an interest-rate survey and publishes the results, which are available online.

The survey provides monthly information on interest rates, loan terms, and house prices by property type (all, new, previously occupied), by loan type (fixed- or adjustable-rate), and by lender type (savings associations, mortgage companies, commercial banks, and savings banks), as well as information on 15- and 30-year fixed-rate loans. In addition, the survey provides quarterly information on conventional

loans by major metropolitan area and by FHLBank district.

To conduct this survey, the Finance Board asks a sample of mortgage lenders to report the terms and conditions on all single-family, fully amortized, purchase-money, nonfarm loans that they close during the last five business days of the month. The survey excludes FHA-insured and VA-guaranteed loans, multifamily loans, mobile home loans and loans created by refinancing another mortgage.

The results of the survey and a plethora of historical mortgage data are available online at [www.fhfb.gov](http://www.fhfb.gov).

## TRAININGPRO RESPONDS TO MARKET DEMANDS REGARDING REGULATIONS WITH NEW COMPLIANCEKEEPER.COM

New mortgage training and licensing requirements are surfacing throughout the country. Existing requirements are being reviewed and changed. Compliance-Keeper.com, a division of TrainingPro, the national leader in mortgage education, is on

the market to make mortgage compliance management more organized, simplified and customized.

"Mortgage training is evolving right along with the mortgage industry. It has changed from primarily internal,

sales-based, elective courses and seminars to training in support of a nationwide mission to elevate the mortgage industry," says Christopher Nickerson, CEO of TrainingPro. "Training has become regulated, required and different in each state. It is now hand-in-hand with licensing, and our clients are in need of a solution to manage this evolution."

ComplianceKeeper.com helps companies manage state-specific licensing processes and requirements through an industry-specific technology integrated

into one centralized, user-friendly system.

Compliance administrators, legal departments and training departments are taking advantage of ComplianceKeeper.com to track and monitor the progression of all employees through the licensing process. The system:

- Tracks all stages of the licensing process, including the submission dates of required documents such as state applications and completed test scores.

*Continued on Page 27*

### CitiMortgage (Con't. from p. 1)

of ABN AMRO Mortgage Group supports the strategy of both CitiMortgage and Citi at large. First, the acquisition aligns well with the organic growth plans we have under way in our U.S. Consumer Business, and allows us to strengthen our presence and generate new opportunities for growth.

Additionally, the acquisition complements CitiMortgage's growth strategy for both originations and servicing. ABN AMRO Mortgage Group, which officially became part of Citi on March 1, 2007, has a leading wholesale originations franchise under the InterFirst brand, a strong and active broker network and an excellent loan

servicing business. First quarter originations market share as reported by *Inside Mortgage Finance* has our combined organization at No. 3 in the industry.

Finally, InterFirst brings innovative technology and customer service which, when our organizations are fully integrated, will enable us to serve more customers better. We will have the ability to offer legacy InterFirst customers a broader product set and will increase overall efficiencies of our combined product and technology platforms.

The net result of this opportunity is that we feel we are stronger together than individually, and our customers will benefit from the strength of this combination.

**MDN:** How long with the integration take?

**BB:** We are moving quickly to bring the organizations together, and there will be phases of this integration taking hold throughout the year. In advance of full system conversions, we will combine the sales organization and equip the combined sales force with tools to support the expanded customer base. For example, in the not too distant future, legacy InterFirst account teams will be fully trained on the products and services Citi offers and in turn offer those to clients, providing a broader suite of products to help grow their businesses.

**MDN:** What will the brand of the combined organization be?

**BB:** Ultimately, the combined organization will operate as CitiMortgage. However, there are some important points to note in this regard. First, it will be a phased approach as we mark conversion milestones throughout the course of the year. Second, while the brand will be CitiMortgage, there is great care being taken to incorporate the key components that made the InterFirst brand notable for clients into the CitiMortgage brand, whether that's the values, the technology, the customer service, etc., we will work collectively to build the best of both. This will ultimately benefit customers. There is a great deal of work ahead to integrate our organizations, and teams are solely focused on this very task with the customer at the core of efforts.

### American Brokers Conduit (Con't. from p. 1)

equity to meet their financial needs. We exist to help them, regardless of where we are in the cycle.

But the lending business is cyclical. In today's market, we're faced with a number of challenges. Home valuation is a challenge with the softening of some housing markets. We have millions of dollars worth of ARM loans resetting. Some borrowers are finding themselves in a situation where it is now difficult or impossible to refinance those loans due to liquidity challenges in the market.

These challenges are leading some to consider increased regulation. Regulation is now being implemented, or implementation is being considered, around options for borrowers to obtain financing by stating their income, or qualifying by

utilizing debt-to-income ratios based on minimum payment calculations. Lawmakers are under pressure to ensure that consumers are not put at undue risk when financing is incurred.

But issues like these are part of mortgage industry cycles. We've weathered them in the past. The difference this time may be a matter of degree. We had such an incredible up cycle during the last refinance and housing boom that this down cycle is proving to be quite painful to many industry participants.

So what does this mean to us today? It doesn't mean that brokers working in the business can't come through this part of the cycle stronger than they entered it. We should not forget what [Notre Dame football coach] Lou Holtz taught us: 'Show me someone who has done something worthwhile, and I'll show you

someone who has overcome adversity.'

**MDN:** So how are the best brokers overcoming adversity in the market today?

**AC:** The key here is focus. Focusing on the wrong things in a down market can be disastrous. I advise every one of our brokers to start with a business plan. You simply cannot get your business to grow if you haven't taken the time to plan it out. Writing down your goals and ideas around strategies to get there is a great place to start!

Part of every business plan should be a detailed program aimed at raising the loan officer's level of expertise. We all know that knowledge is power. This is what will set you apart. Learn what it takes to be a better salesperson and manager. Learn concepts and strategies around mortgage planning and what it

takes to create customers for life. This effort alone can bring consistency of growth to your organization for years to come.

The brokers that will come out ahead in the near future will be those who focus on becoming the best that they can be and who learn to change their business from transaction-based, where the deal itself is the end goal, to relationship-based, where the relationship with the client is key. Those relationships yield repeat business, referrals and positive testimonials, all of which are excellent tools with which to build a professional mortgage brokerage business.

For more information about American Brokers Conduit, stop by booth 731, call 866-236-0968 or visit [www.abconduit.com](http://www.abconduit.com).

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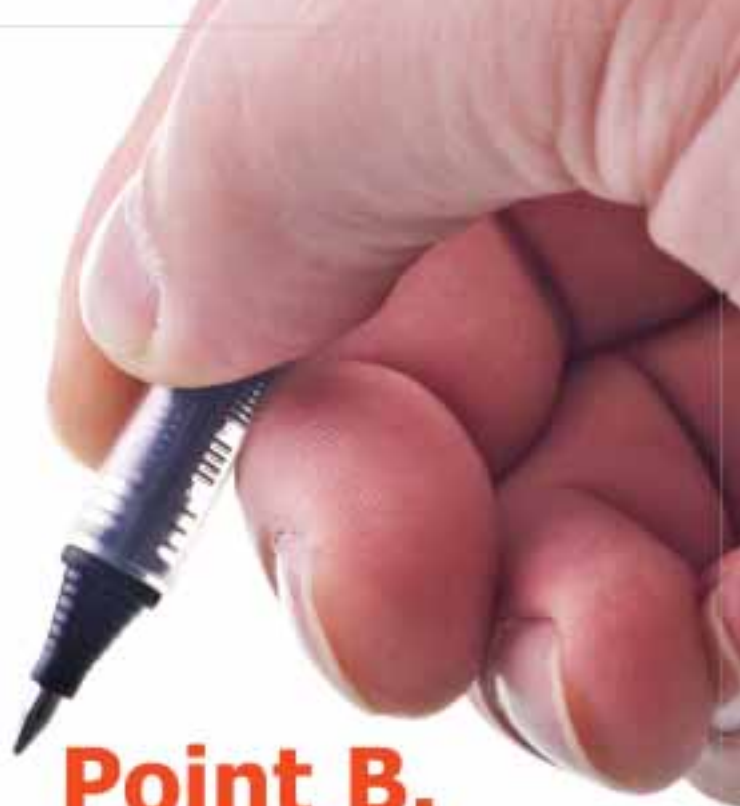


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## CITIMORTGAGE, INTERFIRST UNITING TO HELP YOUR BUSINESS PROSPER WITH ENVISION RE SOFTWARE

Coming together. Going further. When you think about CitiMortgage and InterFirst coming together, the future provides tremendous opportunity. The combinations of these companies, which will ultimately be recognized under the CitiMortgage brand, will help brokers grow their business even further, not only with broad product offerings, but personalized service and superior technology as well.

Speaking of technology, as part of the acquisition of ABN AMRO Mortgage Group/InterFirst, CitiMortgage also acquired Envision Real Estate Software, Inc., known for developing high tech, multi-media tools for sales professionals in the mortgage industry. The hallmarks

of Envision's products are multimedia movies that include full color graphics, animation, voice and music. Whether the product is delivered on a CD or through the Internet, the impact comes from the informative movies and easy-to-use navigation. Incorporating technology in innovative ways, Envision helps mortgage sales professionals improve their bottom line through professional presentations and business-building tools.

"Envision helps retail loan officers and, in turn, CitiMortgage account executives differentiate themselves from the competition and gain a competitive advantage. We offer innovative products, extensive training and exceptional service," says Dan Ervin, Vice

President of Envision.

One of those innovative products is BOOM! by ENVISION™, a unique marketing tool utilizing software, email and the Internet to create and deliver custom presentations. BOOM! by ENVISION is purchased by loan officers who can then prepare a loan comparison worksheet and select content for their prospective customers, including a host of educational videos. The loan officer can also choose to include contact information for a Realtor, financial planner or builder. When the presentation is complete, a Web site is created with a unique URL that is emailed to the prospect. When consumers open the link, they can review the presentation that was created just for them minutes before. It features the loan officer's photo, company logo and contact information, as well as movies offering mortgage tips, tips for homebuyers and sellers, financial-planner services and new home construction information. The loan comparison worksheet provides

a side-by-side comparison of up to three loans. The loan officer has the ability to edit the loan comparison worksheet and resend it to the consumer. The consumer only has to refresh the screen to see the updated information.

In the recently released version of BOOM! by ENVISION great strides were made to enhance the co-branding value of the product. The loan officer's photo and logo now appear in tandem with the co-branding professional's photo and logo in the email sent to the prospect and in the presentation. Realtors, financial planners and builders can be confident that their contact information will remain in front of the potential homeowner with BOOM! by ENVISION.

BOOM! by ENVISION empowers the loan officer to make professional presentations quickly and easily. With exceptional educational content and loan information tailored to the individual customer, BOOM! by ENVISION helps loan officer's business explode.

## TOP PRODUCER MODEL QUICKLY GROWS MEGASTAR INTO MULTI-BILLION DOLLAR FUNDING FIRM

*How do you build a multi-billion dollar funding company and attract top national producers in less than eight years? Anita Padilla, President, CEO and founder of MegaStar Financial, shares her story.*

**MDN:** Every mortgage company wants top producers. How did MegaStar Financial build a model that attracts top producers? Can you share

this model with us?

**AP:** We surveyed top loan officers throughout the U.S., and we found that the No. 1 complaint top producers had was the ability to control the loan from application to funding. Top producers are committed to the *WOW* customer service factor; anything less is unacceptable. The model that MegaStar created, called SAMI (Service, Appreciation, Mentoring,

Income), gave top producers exactly what they wanted and needed—a system that gave them control from time of application to time of funding, ease of doing business, mentoring by other top producers and increased quality of life.

**MDN:** What do think the future holds for mortgage bankers?

**AP:** The past year has resulted in losses for many mortgage bankers, wholesalers and Wall Street. The result of this will be a major push for higher quality and education standards. Since MegaStar Financial only hires top producers, who commit to customer service and quality lending practices, we have investors that

are willing to compete for our business. The result is aggressive pricing and unparalleled service.

**MDN:** Is there an example of things MegaStar Financial does differently than other lenders?

**AP:** Absolutely, here are just a few things we do differently:

- Closing documents are sent to the title company a minimum of *three days* before close.
- Mandated, 24 hour in-house underwriting for top producers.
- Control—a system that allows the loan

*Continued on Page 29*

### Access Lending (Con't. from p. 18)

concerted team effort involving senior managers at New Century, Access, our lenders, and internal and outside counsel for all of the above, we were able to keep the Access subsidiary company out of the bankruptcy. We were further able to negotiate an agreement for a company, owned by me, to buy the company back from New Century, and then obtain expedited bankruptcy-court approval of the transaction. We had closed the deal to sell New Century the company in February 2006, and by late April 2007, we were independent, again! We feel very fortunate to have extracted Access from the New Century debacle, and our team here is more dedicated than ever to serving our customers going forward.

**MDN:** Access Lending will be celebrating

its 10th anniversary in September. Can you describe the company's evolution over these 10 years?

**DF:** It is amazing to me that we are about to celebrate 10 years. We started with the conviction that "middle market" mortgage bankers did not have sufficient alternatives for warehouse finance. While the market can no longer be described as underserved, we continue to believe that there are actually very few warehouse lenders that make the effort that we do at Access Lending to really understand our customers and tailor a program to meet their needs. As a general statement, we have evolved over the years from being almost entirely collateral-based, to a balance between collateral-based and credit-based lending.

**MDN:** How will your warehouse business

change now that you are affiliated with Franklin Bank?

**DF:** We are excited about joining Franklin Bank. Senior management at the bank previously ran Bank United prior to the sale to Washington Mutual and really understands mortgage banking and warehouse lending. I am the President of the Access Lending Division of Franklin, and all but a few of our existing Access customer relationships were assigned to the bank. We discovered that our philosophies about credit, loan products, and customer relationships are very similar, so the transition has essentially been transparent to our customers and employees.

**MDN:** Will your typical customer profile change as a result of your Franklin Bank affiliation?

**DF:** Not at all. We are continuing to target

the middle market and believe our combination of great service, user-friendly Web-based customer reporting, and competitive pricing is hard to beat.

**MDN:** How will Franklin's acquisition of Access affect Franklin Bank's existing warehouse lending program?

**DF:** All of the bank's existing mortgage banker finance customers will be transitioned to Access in the coming months. This will be a real positive for them because our warehousing software, including Web-based loan submissions and customer reports, is much more user-friendly than the system currently in use at the bank. We are very pleased to have the opportunity to serve Franklin's existing mortgage banking finance customers.

*For more information, visit [www.accesslending.com](http://www.accesslending.com) or call 281-207-7000.*

### ComplianceKeeper.com (Con't. from p. 19)

- Displays detailed information on active and pending licenses in the company, including a profile of the individual holding the license and the number, type and expiration date of the license.
- Offers simple search functions to identify where individuals or groups of individuals are in the licensing process without having to manually sift through

numerous data spreadsheets.

- Produces reports based on numerous search criteria.
- Provides an automatic triggering system that delivers notifications throughout your company of upcoming licensing and continuing education deadlines, based on predetermined parameters. Mortgage companies and their employees are informed electronically through email when license

expiration deadlines are within 30, 60 and 90 days.

ComplianceKeeper.com is integrated with TrainingPro's Corporate Tracking and Reporting System to simultaneously monitor education and licensing processes. Once state-required education courses are completed and entered into the Corporate Tracking and Reporting System, the data is automatically

downloaded into ComplianceKeeper.com to provide a comprehensive overview of each employee's progression towards satisfying licensing requirements.

Hosted on a protected server, data stored in ComplianceKeeper.com is secure and password protected.

The system is available for a 60-day free trial to interested customers. Visit [www.compliancekeeper.com](http://www.compliancekeeper.com) or call 866-527-0033 for more information.

**Both of these brokers were just sued by a client.**

**One of them has**

**Professional Liability Insurance.**



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**Dexter Software (Con't. from p. 1)**

change the work environment for brokers and their staff.

**MDN:** What would you say is the basis of Dexter Software?

**CP:** I could go on for days about what Dexter does. To keep it simple, Dexter Software is the ultimate data management system, and the most effective loan package courier company the market has ever seen. Dexter was built and designed strictly for the mortgage lending industry—in essence, we have bridged the gap between the lender, broker and escrow/title offices.

**MDN:** Who is your current competition, if any?

**CP:** We have yet to see another company do what we do and the way we do it. For starters, we are not a Web-based application. Our software has abilities that Web-based applications cannot contend with. We do not ask our lender clientele to rebuild their Web site around

our technology. Our patent-pending technology offers the Dex-Governor System. DGS guarantees our lenders full and complete loan packages in minutes at a fraction of overnight courier company costs. The Dex-Governor System includes the bare essentials for underwriting. Typically, when a package is sent from broker to lender, something is missing. With Dexter, it checks and re-checks before the lender receives the loan package. We all could only wish over-night courier companies could do this for us brokers.

**MDN:** How do you feel this will impact the mortgage industry?

**CP:** It already has had an impact.

**MDN:** How so?

**CP:** Economically, for starters. Our courier company is extremely efficient. Not only do we check for package completeness, we are 70 percent less expensive than traditional overnight courier companies. The environmental impacts

have also recently been brought to our attention. The technology within Dexter is what every broker could ever want in an everyday application.

**MDN:** How do you know?

**CP:** We asked, and we delivered.

**MDN:** How do your prospective clientele get Dexter?



**CP:** Our demographic includes lenders, brokers and escrow/title firms. Member links are on the Dexter Software Web site—[www.dextersoftware.com](http://www.dextersoftware.com). Within the Web site are three registration links. Lenders and escrow/title firms have nothing to download, so once the registration process is complete, their firm will be notified by a Dexter Software representative to finalize the process. Upon broker completion of the registration page, he/she will



receive an email link to download and install Dexter Software at their office. Prompts will walk them through the process to complete the installation.

For more information, stop by booth 1347, call Dexter Software Sales at 800-967-4DEX (339) or visit [www.dextersoftware.com](http://www.dextersoftware.com).

**Quality Home Loans (Con't. from p. 4)**

Express is a national mortgage banker founded in 1998, specializing in an array of subprime products.

As John Gaiser, Quality Home Loans CEO, says, "This transaction will allow us to offer a broader array of residential hard money loans and builds on our strength in California with a strong

presence in Florida. These are the nation's two most important geographic areas for non-conforming lending."

Simultaneous with the acquisition, it was announced that Quality Home Loans has obtained a credit facility of \$40 million from Pacifcor, LLC, a Santa Barbara, Calif.-based hedge fund. The backing will significantly improve our financial strength and standing. Pacifcor manages

more than \$500 million and specializes in special situations credit investments.

Pacifcor recognizes our unique offerings like Quality's *Home Saver Program (Hard Money Underwriting/Subprime Pricing)*. The company has become the largest originator of this product in the nation, closing over \$695 million in such loans last year.

By endeavoring to serve a market in

need, we've brought efficiencies into this space and passed that on to borrowers who few lenders want and to brokers (currently 6,500 strong and increasing by 3,500 with the Bankers Express acquisition) who are willing to help them.

For more information, stop by Quality Home Loans at booths 943 and 324, call 888-845-8888 or visit [www.qualityhomeloans.com](http://www.qualityhomeloans.com).

**Argent Mortgage (Con't. from p. 1)**

meet the diverse needs of today's borrowers. We have also improved our efficiencies and extended broker services to help brokers reach more customers and close more loans."

Argent's forward thinking on the market shows in the company's new 50-year loan program, the Fully Amortized 50/30. This affordable option allows borrowers to take advantage of a lower payment for the first 10 years, while paying down principal over the life of the loan. It's an option available for both Alt-A and non-prime programs. Argent's complete line of Alt-A and non-prime programs gives brokers the options they depend on to meet clients' diverse needs.

Loan programs aren't the only area where Argent continues to lead. While

other companies are scaling back support services, Argent is maintaining its full suite of business building services and professional growth programs. Argent University, powered by CampusMBA (AU), Argent Marketing Tools and Argent Purchasing Express are programs available only to Argent-approved brokers, designed to help them stand out from the competition and reach more customers.

Argent's industry-leading online education program, Argent University, now includes an exclusive Mortgage Fraud and Regulatory Compliance Achievement Certificate, and remains the best way for brokers to get an edge on the competition. AU gives brokers access to over 50 online courses, including some that may satisfy state CE license renewal requirements and certificate programs.

The new Mortgage Fraud and Regulatory Compliance Achievement Certificate is currently available only at AU, and features important courses covering the Equal Credit Opportunity Act, ethics in mortgage lending, fair lending essentials, and fraud detection and deterrence.

"This significant, proactive step minimizes brokers' exposure to fraud, a bottom-line risk that mortgage professionals face every day," says Marzouk. "It will help will give brokers a leg up on the competition and help them protect their business."

Rounding out Argent's services, Argent Marketing Tools helps brokers reach more customers by enabling them to build customized marketing materials of all types, while also offering expert marketing services and discounts on printing, promotional items, email

campaigns and more. Argent Purchasing Express offers brokers a convenient *one-stop shop* for all their business needs, delivering substantial discounts on name brand products and services including office supplies, wireless, computers, copiers, fax machines, gifts.

Marzouk says that for him as well as the rest of the Argent team, the importance of maintaining the company's leadership in loan products and broker support has always been, and will always be, the top priority.

"Solid products that make sense, truly valuable broker support, and customers service that sets the gold standard in the industry is what sets Argent apart."

For more information about Argent Mortgage, stop by booth 311, visit [www.argentmortgage.com](http://www.argentmortgage.com) or call 866-ARGENT-AGE.

**Reverse mortgages (Con't. from p. 14)**

which include educating consumers about the opportunity to utilize reverse

mortgages, training lenders to be sensitive to the needs of older Americans, developing Best Practices and a Code of Conduct to make sure lenders participat-

ing in the program treat seniors respectfully, and promoting reverse mortgages in the media.

For the second straight month, the

Federal Housing Administration insured a record number of reverse mortgages.

For more information, visit [www.reversemortgage.org](http://www.reversemortgage.org).

**MegaStar (Con't. from p. 27)**

specialist to process, underwrite, draw documents and fund loans without having to go to several departments and systems to get done.

- Ability for Realtors and clients to log into the MegaStar systems and check the status of their loan at any point.
- Accountability through system-controlled measurements.
- A system-driven process that

automatically notifies Realtors and clients when key elements of the loan process have been completed—appraisal, title, underwriting conditions, etc.

- System software that automatically notifies loan originators to contact current and past clients on certain triggers, and what to say.
- Once a deal has closed—a system that automatically sends emails and letters to clients based on certain triggers.
- Examples of the triggers include when

rates hit a certain point, notification that an insurance renewal date is coming due, and notifications of birthdays.

- Reporting that monitors loan progress and ensures that all key elements of the loan are completed in specified time frames.
- A full-time product specialist that compares MegaStar Financial to other lenders to ensure our programs are always more competitive than theirs—done daily.

• Technological savvy lender on the leading edge of lending technology; MegaStar Holdings owns its own information technology company, Take Three Technology, and e-commerce-based MegaStar Real Estate Agents

For more information about MegaStar Financial, visit [www.megastarholdings.com](http://www.megastarholdings.com), call 888-85-FLXED (888-853-4933), 303-321-8800, or email [info@megastarholdings.com](mailto:info@megastarholdings.com).

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