

4 Keys to Integrating Tech Tools

If all of your applications are part of one system, productivity could increase

By **Jeff Solomon**, CEO, Leads360

MORTGAGE COMPANIES TYPICALLY want their loan officers to concentrate on closing deals and funding loans. And they want to keep things simple.

Sometimes, though, it seems that having multiple software solutions requires loan officers to have two monitors and 10 applications running at once.

Smart mortgage professionals know that their companies need specialized solutions to perform the necessary tasks to turn leads into funded loans. Many companies lack an efficient way to integrate their systems into a cohesive, effective tool for their sales force, however.

By integrating technology solutions, all those applications and functions could communicate to share information. Think of the time your loan officers would save, the expensive errors that would be avoided, and the improved productivity and customer satisfaction that could be achieved.

There are four key integration points from which any mortgage company can benefit:

1. Lead-provider to lead-management system: Most mortgage companies realize the value of managing Internet leads through a lead-management system. To create even more value, consider integrating your lead-management system directly with your lead-provider. In doing this, your leads can be directly posted by XML into your lead-management system and distributed to your active loan officers in real time.

This will greatly improve loan officers' ability to contact leads before the competition does and will help them avoid losing or neglecting any leads. And you can track the performance of all the leads to help in your future lead-purchasing decisions.

2. Lead-management to loan-origination system (LOS): By integrating your lead-management system and your LOS, you can pull the loan information you need for a particular lead and store it in your lead-management system instantly. Doing so, you avoid juggling multiple applications and retyping data manually. You can respond quickly to your potential client. And because the data is all in one place, you can refer back to it at any time.

Most important, you will know which leads closed and can calculate your return on investment for leads, employees, and other sales and marketing expenses.

3. Pricing engine to lead-management system and LOS: The development of instant loan-pricing engines has streamlined loan-pricing and eligibility issues for mortgage companies. But without integrating the loan pricing into your existing systems, many efficiency gains are lost. Effectively integrating systems lets you price loans quickly and seamlessly without opening multiple applications. You can run accurate price quotes in seconds and then store current and previous quotes in the lead-management system and LOS with the lead data.

4. Integrated dialer: The key to sales often is getting to your leads as quickly as possible. If speed to contact is the name of the game, integrating a dialer into your lead-management system is a must. It will empower loan officers to contact their leads instantly. Integrated dialers work with most phone systems and automatically display lead contact information to your agents as clickable links. This eliminates time-wasting misdials and "dialing burnout."

In addition, an integrated dialer typically has built-in reporting that will track loan officers' actual activities and monitor who is on the phone now, as well as how much time they spend per call and how many calls they make per day and per lead.

A mortgage company's primary goal should be to get the most value out of its leads and its sales team. The best way to realize this value is to make the process as simple and efficient as possible.

Integrating all your applications into one system could increase productivity, accuracy, client relations and ultimately, return on investment. **!!!**



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