



Decoding the Clues Hidden in Mortgage Data

Executive Overview

Over the past years the mortgage industry has benefitted immensely from technological developments that have improved processes and customer experience. However, in the field of business decision making the main challenges still remain: dependence on an archaic iterative reporting system, absence of “one version of the truth” between the business divisions, and inability to get consolidated data hampering decision makers from driving business outcomes with confidence rather than gut.

The solution exists that enables you to find the insights to drive decisions and transform your business – **close more loans, improve profits, capture new opportunities and monitor risks proactively.**

Let’s me walk you thru how you can leverage this solution and to achieve the desired results within the next 12-16 weeks!!!

Current Situation

Here is the scenario that plays out in the majority of the mortgage lending organizations: User requests a report or a dashboard, the user then asks for additional elements within the report or dashboard, user is still not able to use the given information to make business decision, the protracted back and forth results in time delays and finally the users give up and settles for what they can get. Eventually users learn to ask only safe questions and it takes multiple iterations to complete that request.

An organization on an average has 100+ reports and the users probably use 10-15 at best. Most of them are excel tables which are modified before they get disseminated/presented within their department.

How can business leaders make effective and confident business decisions if they have to settle for incomplete information? With all the evolution that mortgage technology has made, are static reports the best answer?

Today’s mortgage business is further complicated by the absence of well-defined KPIs. Each business entity has its own definition. From my personal experience I have walked in multiple meetings where a substantial amount of time is spent reconciling the differences between spreadsheets since each department has their own definition of a key metric. There is no single version of the truth.

From our experiences we have found that 95 percentile of the large lenders do not have a 360-degree view of their data. They are working within their silos which is not conducive to making organization

level decisions. From my personal experiences I have heard the following 1) From CIO– The CFO keeps the loan profitability to himself, the loan level data is considered a fiefdom rather an organizational asset 2) From SVP Operations– I have been tasked to lower the loan costs and all I was given was distribution at company level over the last year but no way to drill down and get it by channel, product, region, branch, loan officer, the normal push and pull between IT and business. Mortgage lenders cannot focus on snapshots of isolated parts of systems and wonder why their deepest problems never get solved. It is like taking the same actions and hoping for different results.

To complicate the above situation let me add the findings by Richard Foster from Yale. The S&P 500's average age of a company since 1959 was about 58 years. It's now down to 15 and Foster predicts it is going to be 12 years by 2020. The shelf life of any organization is 12-15 years and the trends are definitely on a downward spiral as we move towards the future. Educated, timely and confident decision making that also takes into account the relevant external factors that affect business, is the key to longevity and increasing the business' lifespan.

The Solution:

When we set out to build Intelli-Mortgage we decided that this siloed and incomplete approach to analytics and business decision making must change. We recognized that effective decision making stems from a comprehensive approach, providing users the access of internal and external data available to the mortgage business. Our solution is not a reporting system, rather a solution that removes the main road blocks to unlocking the power of data and empowering you to reach business outcomes. The key tenets of the solution are:

1. Data democratization – Data is available and used an organization asset
2. Provide individual customizable dashboards with drill down capabilities in place of departmental/personal excel spreadsheets
3. Maximize sharing and collaboration between departments
4. Ability to connect to external data sources and proactive tools and get out of the current firefighting scenario.

How does Intelli-Mortgage fill the market void?

Intelli-Mortgage is built to change the current analytics paradigm from investigations/analysis to decision making resulting in business outcomes and profits.

It combines powerful analytical capabilities along with artificial intelligence and machine learning to provide out of box 150+ mortgage metrics for 1) Pipeline, 2) Conditions, 3) Budgets & Predictions, 4) Fallout, 5) Financial Insights and 6) Employee Productivity.

It provides detailed insights from corporate, region, branch, broker, account executive loan Officer and all the way to loan level. We provide features like quick measures, grouping, forecasting, and clustering for enhanced decision making.

Key performance insights provided by Intelli-Mortgage:

- Accounting Insights: cost of loan, profit by loan, top 5 expense categories, income by categories, profitability by region/ branch/ loan officer, product and channel.

- Who are the top producing LOs: segmentation ranking and grouping of loan officers
- Pipeline quality analysis: FICO, DTI, term and coupon over time and trend
- Influencers on pipeline, loan cost/profit, fallout, turn times and conditions
- Predict originations, fundings in the future based on external data (GDP, 10year treasury)
- What if scenarios: impact of a natural disasters, drop in interest rate, GDP, tariff changes
- Other ad hoc decision making, e.g. adding 10 more employees, spending money on marketing or opening a new branch

The following key functionality is available throughout the product platform:

1. Natural Query Language (Q & A): Ask questions using natural language, get the desired answers as charts and graphs for clarity and easy visualization.
2. Quick Insights (On demand AI Service): Identifies trends and patterns, outliers, and identifies data inconsistencies.
3. Mobile dashboard Integration
4. Proactive alerts & collaboration/commenting capability on each report and dashboard
5. Siri integration

With Intelli-Mortgage all lender employees are empowered to create stunning interactive insights within seconds and ability to integrate external data and reach the business outcomes with confidence resulting in closing more loans, increasing profits and a better understanding of borrowers and partners patterns.

Call 714-505-4094 or e-mail sales@intelli-mine.com today for a demo!!!