

# HOW TO SHOP FOR AN LOS

# PRESENTERS



**PAMELA HERRMANN**  
VP MARKETING



**CATE DALTON**  
EVP CUSTOMER ADVOCACY



**ARLEEN SCAVONE**  
NEWBOLD ADVISORS



# AGENDA

- 1 Strategic direction**  
*Why change?*
- 2 Interviews & observations**  
*Assess your current state*
- 3 Technology footprint**  
*Document your current process*
- 4 Modern capabilities**  
*Current table stakes*
- 5 Working with a consultant**  
*What to consider*

# DIGITAL LENDING TECHNOLOGY IS A COLLABORATIVE CANVAS

- Applications — seamless access to shared functionality
- Content — frictionless access to shared files
- Sync — keeping everyone on the same page
- People — optimizing the human dynamics of teamwork
- Permissions — policy-compliant identity and access management
- Workflow — mapping progress towards the collaborative goal
- Compliance — ensuring your process is aligned to regulations
- Collaboration — exchange of data, docs and messages across industries and roles

# STRATEGIC DIRECTION

- **GROWTH**
- **REDUCE YOUR TECHNOLOGY FOOTPRINT**
- **INCREASE YOUR PROFITABILITY AND PRODUCTIVITY**
- **IMPROVE YOUR COMPLIANCE & SECURITY**
- **IMPROVE YOUR USER EXPERIENCE**
- **DRIVE ASSET QUALITY & CREDIT DECISIONING**



# KPIS

This is the data you need to determine if you have a people, process or technology gap

# GROWTH HAPPENS WHEN YOU MANAGE & TRACK 5 KPI'S IN LENDING

BORROWER SHARE  
PULL THROUGH RATE  
VELOCITY  
PRODUCTIVITY  
COST TO CLOSE

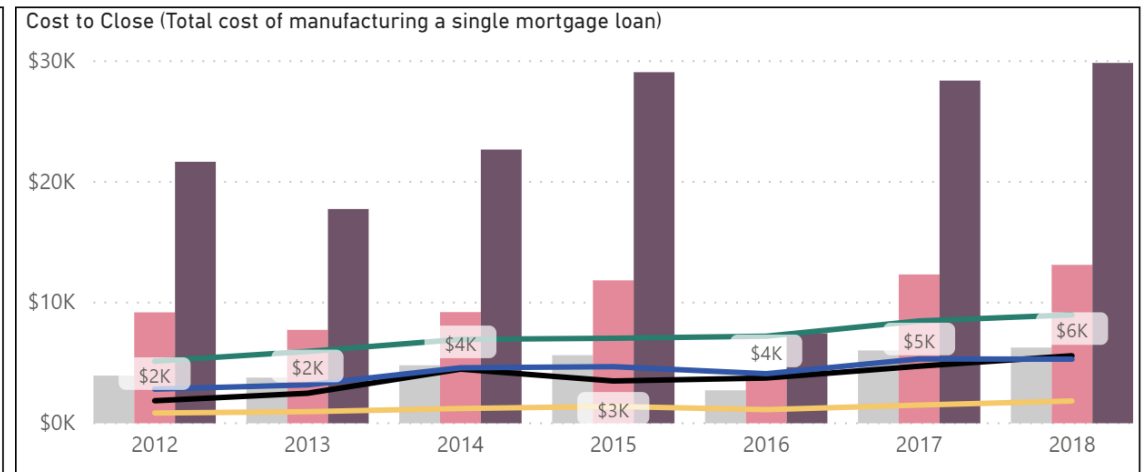
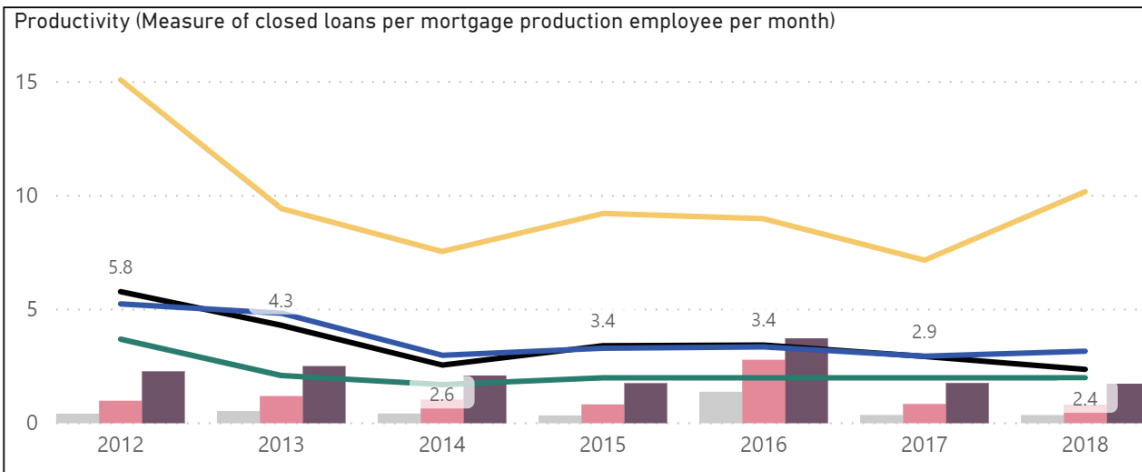
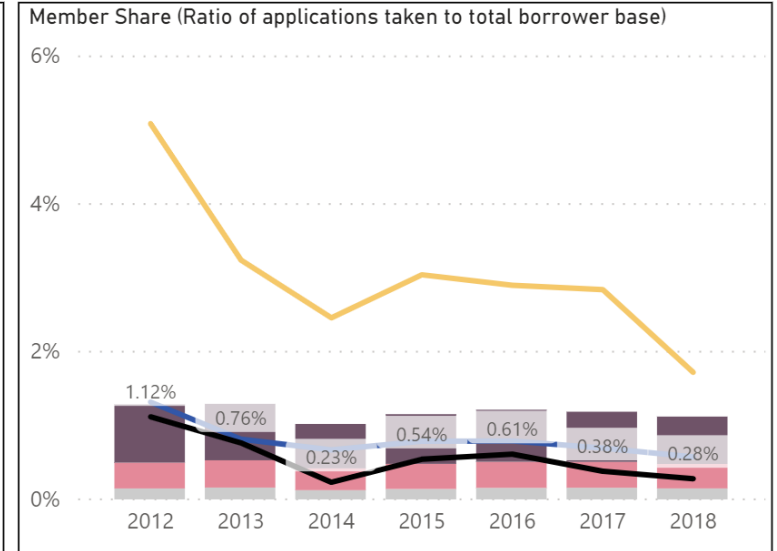
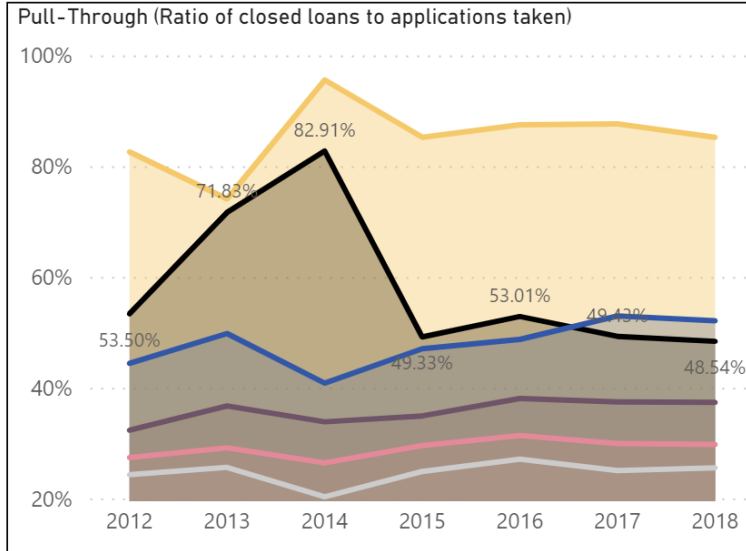
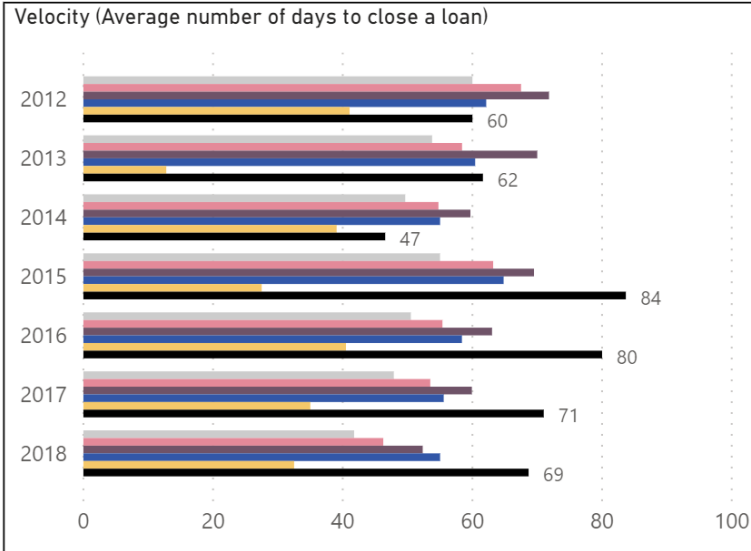
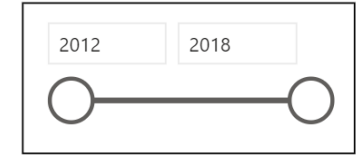




# Annual Benchmarking Report 2019 Edition

Legend:

Industry 25th Percentile	Mortgage Cadence Client Average
Industry 50th Percentile	Mortgage Cadence Top Performer
Industry 75th Percentile	Individual Credit Union
	MBA Average





# INTERVIEWS & OBSERVATIONS

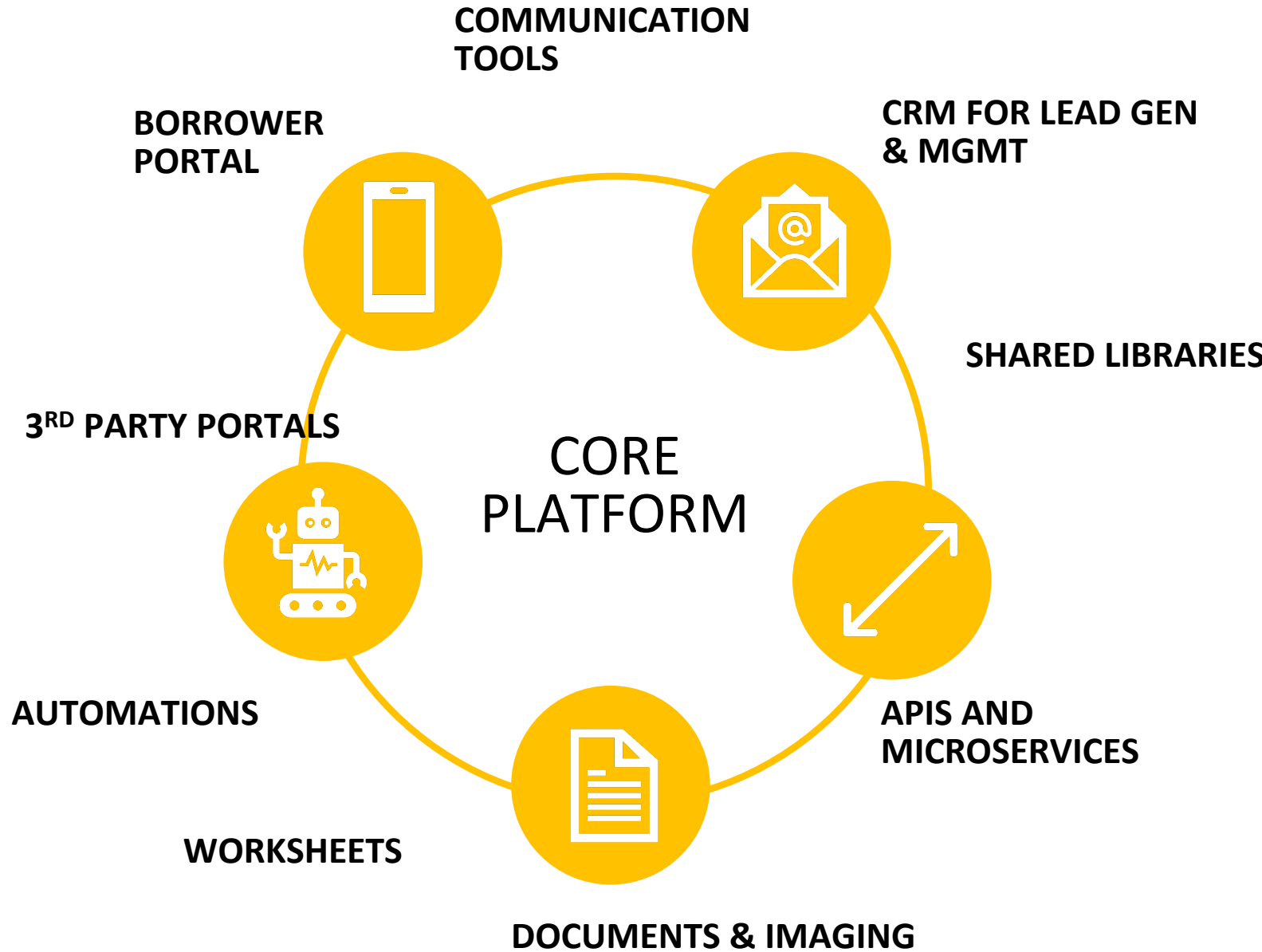


# FOUNDATIONAL WORK

- Ask yourself, “Are we trying to solve pain points or trying to get to the next level?”
- Know your current KPIs
- Document your current process. Sit on the line and follow the life of the loan
- Map your current technology & integrations
- Interview your internal stakeholders (users, manager, executives, IT, security). Ask the magic wand question.
  - ***How might we...***
  - ***What works well...***
  - ***Where do you want more lift...***
  - ***What frustrates you...***
- Policy & procedure documentation
- Consider dedicated resources required



# CREATE A PICTORIAL WITH YOUR CURRENT TECHNOLOGY FOOTPRINT



# #1 MISTAKE LENDERS MAKE



**IMAGINE  
YOUR  
FUTURE  
STATE**



Organize your findings

Present goals

SWOT Analysis\*

Prioritize your challenges

What's important

'Good to have' 'Nice to have'

You're now ready to shop for the solution  
that is just right for YOU

\*Strengths, Weaknesses, Opportunities, Threats



# MODERN CAPABILITIES

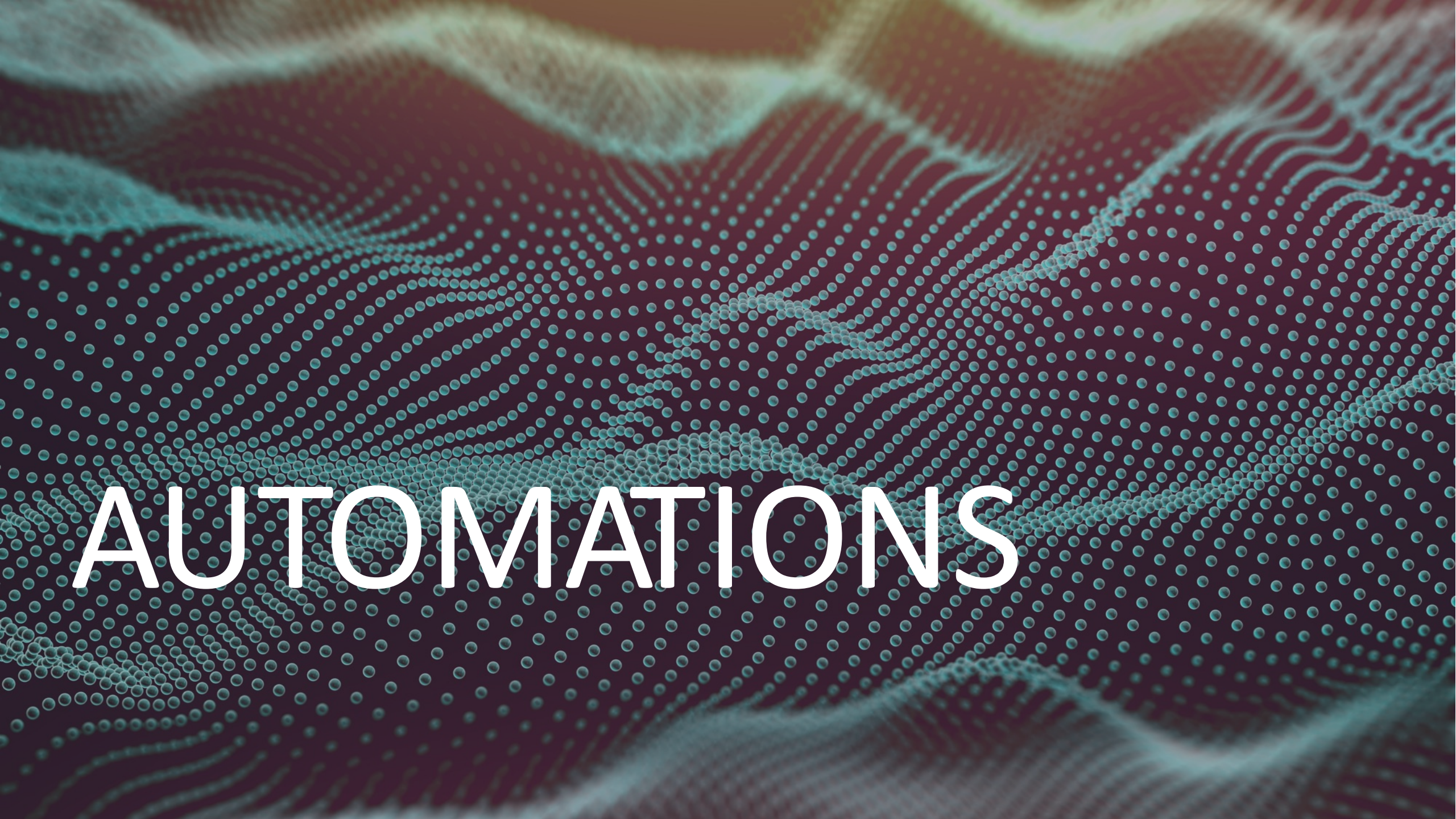
The latest in lending technology so that you can become a **high performance lender.**





# SIMPLIFIED USER EXPERIENCE





AUTOMATIONS

h.API.ness

# E CLOSING CAPABILITIES

# ALL THE GOODNESS OF CLOUD COMPUTING




# AI & MACHINE LEARNING

The background features a dark, almost black, space filled with vibrant, glowing wave-like patterns. These waves are composed of a network of interconnected points and lines, creating a mesh-like structure. The colors transition from deep purple on the left to bright blue on the right, with some areas showing a mix of pink and red. The overall effect is a sense of dynamic energy and digital connectivity.

The background features a dark, textured surface with a grid of small white dots. A prominent, wavy white line runs across the middle of the image, creating a sense of depth and movement. The overall aesthetic is modern and data-driven.

# “MORNING COFFEE” PRIORITIZED DASHBOARDS

A microscopic view of plant cells, showing their hexagonal structure and internal organelles. A large, bright yellow arrow points from the left towards the right, overlaid on the image. The word "COLLABORATION" is written in bold, black, uppercase letters across the center of the image.

**COLLABORATION**

# WORKING WITH A CONSULTANT



# BENEFITS

1. **3<sup>rd</sup> party objectivity & complete focus**
2. **Industry experience beyond your industry**
3. **Best practices and lessons learned**
4. **Usually have great familiarity, if not direct relationships, with the tech vendors they recommend**



# KEY ACTIVITIES

- Down-select to 2 or 3 vendors for deeper assessment
- Assist with RFP creation and/or RFP results intake, analysis, and scoring
- Coordinate vendor/platform demonstrations
- Prep internal stakeholders with scoring
- Coordinate vendor reference calls and build questions/content for assessment
- Create comparative summary showing vendor/platform strengths, weaknesses, and considerations —Socialize and coordinate internal decision-making process to arrive at single vendor selection for due diligence

FIN

