

## ONLINE ORIGINATOR AWARD

### The winner of the Online Originator Award is Charlotte, N.C.-based GoodMortgage.com.

The online-only lender's technology strategy includes using vendor-developed and proprietary, in-house technology that allows it to take e-signed applications over the Internet, use paperless processing and offer borrowers real-time loan status updates.

GoodMortgage.com processes, underwrites and closes purchase and refinance loans in-house, has "Full Eagle" approval from the Federal Housing Administration and is licensed to lend in 15 states. It's also a member of the Better Business Bureau Online Reliability Program and has maintained a BBB A+ rating since its inception.

The lender was a finalist for the 2011 Online Originator Mortgage Technology Award. Over the past year, GoodMortgage.com has expanded its lending capability by becoming a direct seller to Fannie Mae, allowing it to expand its staff and origination volume.

To deliver outstanding "speed and personal touch," GoodMortgage.com uses an integrated pricing, CRM and application assignment engine that uses XML connectivity to receive and process loan applications. When new loans come in, the engine provides cus-

tomers with instant rate quotes and routes incoming files to a loan officer with both the available capacity and proper license to handle the loan.

The lender has made a consistent practice of using Web tools to enhance the borrower experience, as exemplified by its set of calculators and its "Mortgage School," which is divided into eleven sections

ranging from qualifying through post-application do's and don'ts and includes a self-testing feature for borrowers verify that they understand the process.

GoodMortgage.com has developed an informative platform to help answer borrowers' questions about the mortgage process, while simultaneously providing itself with a tool that generates quality leads.

### GOODMORTGAGE.COM

Commends a lender with a comprehensive strategy to use Web-based technologies to generate borrower leads and convert them into closed loans.

## HONORABLE MENTION

**Indianapolis-based First Internet Bank** and the model it developed for FDIC-insured depositories to increase their use of the online mortgage lending channel.

Since overhauling its lending business in 2007, the online-only bank has offered mortgages in 49 states from a single office in Indiana, while relying exclusively on Internet lead generation and word-of-mouth referrals to fill its loan origination pipeline.

First Internet Bank leverages its low-cost business model to offer competitive rates and boasts a robust online tool set that can give consumers up-to-the-minute rate quotes, complete online loan applications and receive mortgage decisions at any time. To enhance its online origination capabilities, First Internet Bank said it is also implementing technology to allow customers to more easily provide documents and find updates on the status of their loans.

**Detroit-based Quicken Loans** for its continued excellence in online originations, amounting to more than \$30 billion in volume annually via its centralized Web centers serving all 50 states.

The Quicken Loans website offers consumers instant, real-time loan comparisons to provide an assessment of product and pricing options and a host of interactive borrowing tools to answer questions ranging from home affordability to credit health.

Quicken Loans was the recipient of the 2011 Online Originator Mortgage Technology Award and the MySQL website continues to stand out in providing real-time loan status information. The lender plans to increase its presence in social media via targeted Twitter and Facebook ad campaigns and to further its use of the mobile channel with the goal of giving clients visibility into the mortgage process wherever they go.



# MORTGAGE TECHNOLOGY

