

# Compliantly DRIVING

Are you taking advantage of every possible lead? There are ways that you can do an even better job of bringing in new business.

In today's challenging environment it's more critical than ever to identify high quality business opportunities – quickly and efficiently – then drive them to the point-of-sale and initiate professional, compliant communications to convert them into clients. It's equally critical to retain your clients and to maximize their value through repeat business and referrals.

What are the options? You've probably tried various software products and so-called customer relationship management (CRM) systems that are supposed to organize your contact database and distribute e-mails, postcards and gifts. These products may have met some of your objectives. Maybe not.

However, what lenders really need is an all-encompassing application that combines world-class technology with superior marketing capabilities. By integrating all aspects of the marketing process in a rules-based "Business Opportunity Engine," this ideal solution powers revenue growth, enhances operational efficiency and facilitates compliance and control – creating

the next level of performance and value across the enterprise. Lenders should come to expect:

- Database management across prospects, customers and partners.
- Personalized communication content creation and management.
- Targeted campaign setup and implementation (mail and email).
- Prescribed hands-free programs and on-demand campaigns.
- One-stop shop for sales collateral materials.
- Fully integrated production and fulfillment.
- Performance measurement/accountability.
- Multi-layered management oversight.
- Superior strategic planning.
- Smart resource allocation.
- Brand support and management.
- Enhanced regulatory compliance.

As we talk about the ideal technology solution, don't forget regulation. It's everywhere these days. And on the marketing side of every mortgage company's operations, as much as any other, it means that management has to take a much

# REVENUE GROWTH

By Judy Margrett



more active role in ensuring its brand and its products are correctly and compliantly represented in the marketplace. Communications with prospects, customers and even referral partners – whether driven from corporate partners or by individual loan originators – must be controlled, but without inhibiting genuine creativity and individual initiative.

The ideal solution must establish a controlled environment in which ingenuity and enterprise are able to flourish. It can be accomplished by providing management with five levels of control over the players in the marketing process. All you have to do is decide what degree of control you want to exercise in relation to each of the system's key functions. For example, you can make sure that Loan Officers are unable to edit company information or upload unacceptable graphics or run on-demand campaigns that breach corporate guidelines.

The levels of management control available are as follows, working down from the most to the least restrictive:

1. **Prohibition:** Different types of users can be prevented from accessing a system function, or even an entire page, by means of “permissions” capability.
2. **Authorization:** Marketing materials created by users at lower levels in the corporate hierarchy cannot be implemented until approved at the center.
3. **Alert:** A defined set of fields is monitored and changes reported, enabling quick action to remedy any departure from company policy.
4. **Oversight:** Users at higher levels in the corporate hierarchy can “impersonate” users at lower levels, giving management an instant window on the activities of Loan Officers.
5. **Reporting:** Enhance reporting capabilities can provide information that allows management to hold users at lower levels accountable for their performance.

The bottom line is that in today's challenging market, the key is to apply breakthrough technology to the achievement of mission-critical goals. With the development and deployment of revolutionary yet easy-to-use Software as a Service platform that directly boosts the bottom line by facilitating core marketing func-

tions: driving revenue growth, reducing cost and reducing risk.

Delivering an enterprise-wide solution that supports real people doing real jobs. Each player in the process is empowered to focus on what he or she does best. For example, Loan Officers are freed up to sell mortgages, instead of trying to create marketing materials and execute campaigns, while c-level executives are presented with sophisticated tools for more effective oversight and management.

These dynamic solutions can be up and running in just a few days, delivering these powerful strategic benefits across the enterprise:

- Prioritized sales opportunities
- Enhanced budgetary control
- Regulatory compliance
- Automated execution
- Brand consistency
- Speed to market
- Rigorous data security
- Performance accountability
- Superior management oversight
- Smarter use of human resources

As you go down this path, always keep in mind revenue growth. Mortgage-specific marketing expertise needs to be built into the ideal solution to maximize the value of key database assets: including prospects, customers, referral partners and other sources of business – even branch offices and individual loan officers.

Also, analytics should monitor loan production and track marketing activity in real-time, delivering mission-critical metrics that lay a foundation for focused strategy development, definitive spend prioritization and enhanced management control.

In addition, your solution must provide robust security protocols, including management-defined access rights, that reflect corporate brand guidelines and enable compliance with the ever-widening scope of data privacy and mortgage industry regulation.

The ideal solution must provide powerful tools for both the corporate executive and the individual loan officer to accomplish revenue growth, the ability to reduce cost and reduce risk across the enterprise. In addition, corporate executives should benefit from:

**Strategy Development.** Dynamic ana-

lytics will deliver mission-critical metrics that lay a firm foundation for focused business planning and better decision-making.

**Active Intelligence.** All mortgage companies hold databases about their markets, customers, products, operations, etc. The ideal solution leverages this static data into active intelligence across the enterprise.

**Resource Allocation.** With superior information about where business is coming from, corporate managers are able to make more profitable use of both human and financial resources.

**Rapid Response.** Rules-based intelligence does much of the users' thinking for them, enabling quick and effective action to seize opportunities for referrals, repeat sales and cross-sales.

**Greater Pull Through.** Marketing programs deliver a 15-30% success rate on account of the solutions ability to address target audiences with razor-sharp focus.

**Activity Creation.** In only two to three minutes the solutions online tools allow managers and other users, if permitted, to create their own marketing materials – then store and manage them in a custom library.

**Risk Mitigation.** Management is able to authorize marketing materials before they are made available to users – and to monitor utilization across the enterprise.

**Compliance and Control.** Robust security protocols reflect corporate brand guidelines and enable compliance with the ever-widening scope of data privacy and mortgage industry regulation, including customer/prospect messaging.

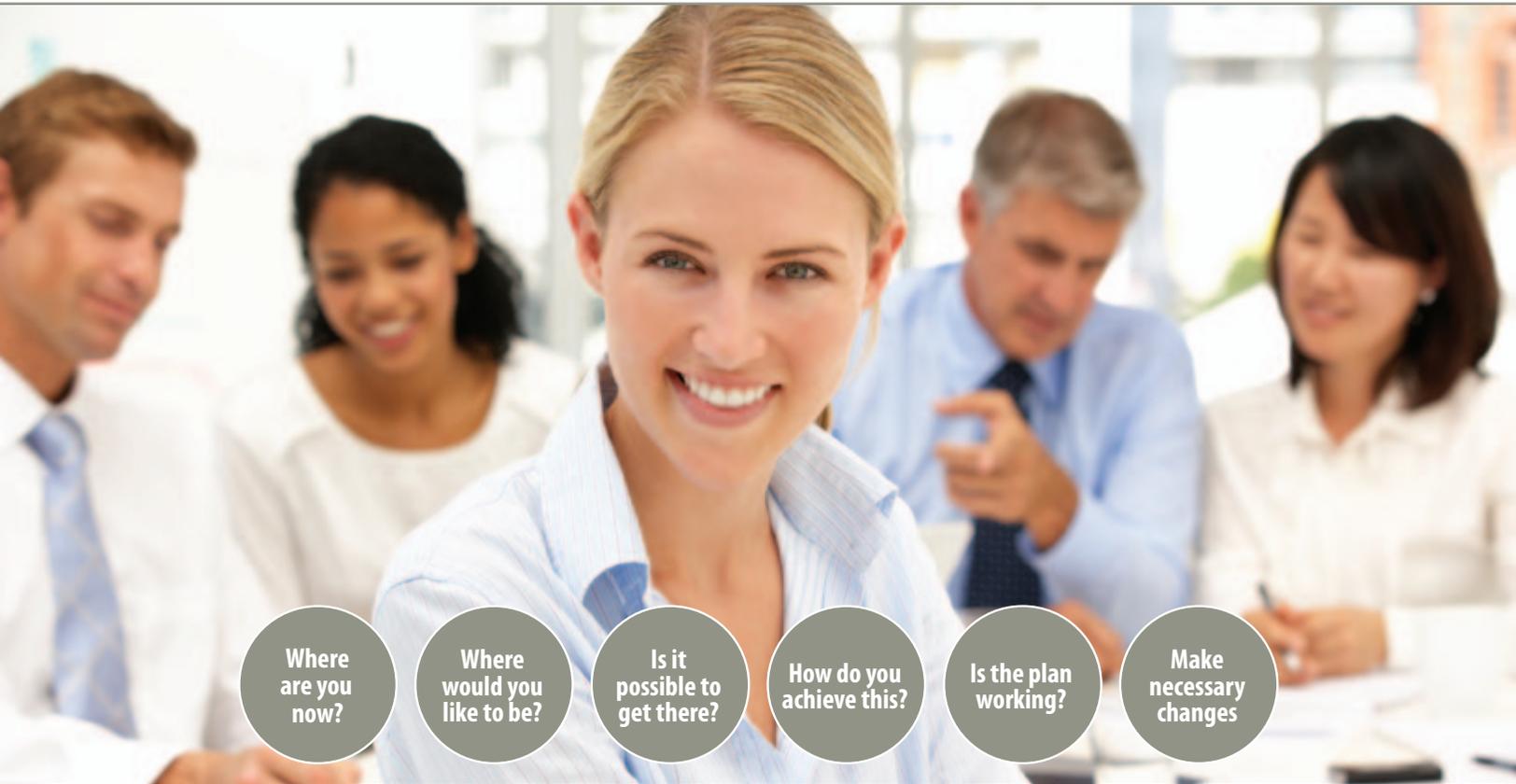
**Performance Tracking.** Dynamically monitor the value of key database assets as well as the return on investment from marketing programs, on-demand campaigns and sources of business.

**Measurement/Accountability.** Dynamic dashboard enables c-level executives to hold branch managers and loan originators accountable for their results.

**Hire and Retain Top Talent.** Management is able to retain top loan originators and attract exceptional new talent by providing marketing automation that guarantees high levels of personal productivity.

If we turn our attention for a second specifically to loan originators, they will

# As The Mortgage Industry Evolves How Will You Manage Change?



Whether you are looking to update, optimize or replace a legacy loan origination system Automated Solutions Inc. can help you bridge the gap between where you are today and where you want to be.

For the past 10 years ASI has been recognized by the Mortgage Banking Community as a reliable source for Technology Change Management by virtue of experience, training, education, professionalism and strong “client focused” project management skills. ASI can help you develop and deliver a business IT plan that will streamline your business by identifying and removing technology defects in the loan process which expose compliance risks or lead to long turn times and manual work arounds. ASI’s mortgage industry knowledge combined with a deep understanding of mortgage technology ensures efficiency in achieving change within your organization.



**Automated Solutions Inc.**  
FACILITATING CHANGE

Contact Claire Hernandez, ITBMC - Mortgage Technology Project Manager at:

**(732) 735-0172 | [asitechgroup.com](http://asitechgroup.com)**

directly benefit from:

**Database Management:** Loan Officers can maintain their database with a few key strokes – and it's easy to enhance the data for marketing purposes by adding client nicknames, birthdays, language preferences, e-mail addresses, etc.

**Automated Programs:** High tech automation of both electronic and conventional output ensures these strategically timed “hands-free” sequences of personalized communications that establish a firm foundation for your long-term success.

**On-Demand Marketing:** Custom Campaigns feature enable rapid responses to changes in market conditions. The ideal solution provides a simple process for setting up and driving your campaigns on-demand. Economy, speed and security are guaranteed.

**Activity Creation :** Loan Officers can choose campaign content from a “Marketing-Toolbox,” an online library of postcards, newsletters and other items professionally crafted to maximize referrals and new business – or use the solutions online tools to create their own.

**Partner Relationships:** The solution helps Loan Officers strengthen their strategic partnerships. They can distribute marketing materials aimed at Realtors, builders and other partners – and create joint campaigns with them to maintain visibility with mutual customers and prospects.

**Speed to Market:** Their marketing campaigns will be created and implemented expeditiously – usually within hours. The solutions advanced technology and in-house production facilities ensure fast turnaround – from project inception through to fulfillment.

**Compliance and Control:** Robust security protocols reflect corporate brand guidelines and enable compliance with the ever-widening scope of data privacy and mortgage industry regulation – so your marketing materials and messages can be approved quickly.

**Performance Tracking:** The ideal solutions dynamically monitors the value of key database assets as well as the return on investment from marketing programs, on-demand campaigns and sources of business.

If you put all these concepts together, what you get is a foundation for long-

term success. Automated Programs maximize the retention of current clients and the revival of past clients. These pre-determined sequences of strategically timed marketing communications typically run for up to three years (or more) and can be extended at any time. Marketing experts state that experience over many years has demonstrated that a well-configured Automated Program lays the firmest possible foundation for long-term success – not only by generating a steady flow of referrals, repeat sales and cross-sales from a loyal audience, but also by ensuring maximum response to on-demand Custom Campaigns.

The ideal solution should provide a wide variety of gifts and specially designed marketing materials for mortgage professionals. You should also be free to combine these into automated programs to best suit your style and budget. After that, it's hands-free all the way since the rules-based system does the work of production and fulfillment for you. Communications are available in English and Spanish and could, if you wish, include your Realtor or builder photo and contact details.

So, what does on-demand, fully-compliant marketing really boil down to? First, it's about custom campaigns. Custom campaigns enable rapid responses to market conditions - for example, a change in interest rates or loan limits - with relevant sales messages delivered to precisely targeted audiences. The system provides a simple process for driving your campaigns on-demand and – speed and security are guaranteed.

Second, you need a marketing toolbox library that displays campaign content professionally prepared. You'll find a variety of marketing communications by format – including postcards, letters, greeting cards, newsletters and e-mails

– and there's content appropriate for different audience types such as prospects, borrowers and referral partners.

You can use these materials for your custom campaigns - or you can take our ideas and copy them into your own library, then edit them to meet your needs and brand standards.

Third, activity creation wizards should guide you through the simple steps that quickly turn your marketing ideas into actionable content:

- Define your activity, assign it to a category and specify the audience(s) it's aimed at.
- Choose your format and layout from a wide range of popular options.
- For e-mail activities there's an easy-to-follow full-featured HTML wizard.
- Write your message: solution should support both English and Spanish.
- Merge key data fields to deeply personalize your communication.
- Upload a graphic or choose one from the library provided.

You can review your new activity before adding it to your online library. It's then immediately available for use in Custom Campaigns, taking your marketing to a new level of performance and professionalism.

Lastly, don't forget a comprehensive collateral catalogue that allows you to purchase essential promotional materials – quickly and easily – including business cards, letterhead, pads, brochures, card products, flyers, posters, booklets and catalogues. A great collateral catalogue should also provide tools for you to create/upload your very own collateral materials so that you can easily maintain a “look and feel” consistent with your brand strategy.

Now that you have the ideas, do as the title of this article suggests, grow your revenue. ❖

#### ABOUT THE AUTHOR

Judy Margrett is President of The Turning Point, Inc. The company's flagship product is MACH3, a mortgage-specific CRM and automated marketing engine. With more than 20 years' experience in mortgage banking, Judy works closely with industry leaders to guide The Turning Point's development of advanced mortgage-specific marketing solutions. She can be reached via e-mail at [judy.margrett@turningpoint.com](mailto:judy.margrett@turningpoint.com).

