

# NATIONS DIRECT MORTGAGE, LLC EXPANDS TPO BUSINESS CHANNELS WITH PROSPECT MARKETING SOLUTION



## Company Profile

Headquartered in Santa Ana, California, Nations Direct Mortgage, LLC is a continuous innovator in the mortgage space. The company was founded in 2007 and specializes in originating and purchasing residential mortgage loans. Through an exclusive network of mortgage brokers and correspondent lending partners, Nations Direct originates FHA, Conventional, VA, USDA, Jumbo, and Non-QM loan products.

## Benefits

- Better identify broker and correspondent candidates
- Quickly and effectively prioritize target lists
- Increased production volume by more than 10%
- 80% average funding ratio for wholesale and correspondent channels
- Achieve long-term, sustainable territory growth

## At-a-Glance

Nations Direct strives to deliver the highest quality service, most competitive rates, and most efficient processes in the industry. Further, the company's key objective is to lead the third-party residential mortgage industry by providing innovative products and unparalleled partnership. Achieving the position of an industry pioneer in production growth and as a third-party partner is best accomplished through the implementation of cutting-edge solutions and collaboration with enterprise technology providers like Optimal Blue, now part of Black Knight.

## The Details

Prior to the adoption of the Prospect Marketing solution, Nations Direct could only identify potential brokers and bankers through an extensive, time-consuming internet search or through the purchase of a list. The data available through these resources was extremely expensive, inaccurate, and frequently incomplete.

### Time-Consuming Search Processes

In order to identify brokers or bankers searching for a delivery outlet, Nations Direct relied on a tedious and time-consuming method that yielded minimal results and required a strong reliance on miscellaneous internet searches and marketing lists.

### Limited Production Insight

The data that the company was able to gather via various internet searches provided little to no information on origination activity, monthly applications, monthly closed loans, predominant loan types, or product mix.

### Costly and Unreliable Purchased Lists

Nations Direct purchased numerous lists for prospecting, spending thousands of dollars and requiring significant analysis to render them effective. Contact email

addresses were often incomplete or belonged to non-decision makers or terminated employees, yielding undeliverable notifications that cluttered inboxes.

### Challenges Developing Territories

Without reliable resources at hand, new associates were unable to effectively develop their territories. This issue created a costly time gap from hire date to profitability, often necessitating the transfer of existing accounts to new hires.

### State Expansion Difficulties

Any effort to expand into new states was severely hampered by the company's inability to access accurate data for cost-benefit analysis. Confidence in state entry was further impaired by the lack of prospecting, production, and contact information necessary to identify target markets for wholesale and correspondent originator engagement.

### CRM Data Rendered Minimal Value

With the absence of core data on prospects and existing clients, the value proposition to motivate consistent and accurate use of the CRM was latent. This scenario hindered territory management, as well as management reporting.

**“ I cannot imagine how anyone in our segment of the industry does business without investor prospecting tools. The Prospect Marketing solution has resulted in a significant impact on how we win business today. ”**

**Martin Warren**

Partner and Director of Lending for Nations Direct, LLC

## The Solution

The Nations Direct management team selected the Prospect Marketing solution early in the development lifecycle. Seeing the original TPO capabilities as the “only solution” for investors focused on wholesale and correspondent business, Nations Direct became one of the first to begin using this enterprise functionality in 2016. The significant benefits to the organization have been profound, and executives cite that they’ve only just begun to tap into the growing list of product features.

“I cannot imagine how anyone in our segment of the industry does business without investor prospecting tools,” said Martin Warren, Partner and Director of Lending for Nations Direct, LLC. “The Prospect Marketing solution has resulted in a significant impact on how we win business today.”

No longer impaired by meticulous and manual challenges of the past, the management team at Nations Direct is now able to expand their focus on partnership strength, continued growth, and competitive strategy.

## The Gains

Nations Direct has been able to confidently expand the full spectrum of their business. From improved production, funding ratios and territory development, to experienced account executives and customer service excellence, the company has steadily enhanced their industry presence and developed into a leader in the wholesale and correspondent lending arena. Their business processes are significantly easier and more accurate for both internal and external users, and client rapport has steadily improved – earning the company notoriety in terms of service excellence.

Nations Direct has utilized the immense amount of insight and production

information embedded in the solution to make intelligent, strategic decisions on how to expand their target market. Previously unable to confidently enter new states, Nations Direct is now licensed in 33 states and Washington DC, with license exemptions in two others. Access to originator information including, production volume, loan types offered, business structure and branch location information can be isolated from a larger aggregation of origination companies within a Metropolitan Service Area (MSA). Providing this level of granular detail to account executives has prompted added sales confidence and exponential client growth.

Overall production volume quickly followed suit, increasing by more than 10% in 2017. Nations Direct has also surpassed their funding ratio goal of 75%, maintaining an 80% average funding ratio for both wholesale and correspondent channels. As anyone in the industry knows, you simply can’t maintain exemplary funding ratios without quality application submissions.


The most substantial business gains center on usability, accessibility, and data segmentation. Both management and account executives have noted the benefits realized through expanded availability of contact information, accurate financial data, as well as insight into ownership structure and the identification of key geographic targets. The depth of data alone has been instrumental to organizational success.


Dan Upton, CEO of Nations Direct, explained, “The platform is a clear industry leader. Companies that leverage TPOs for business are ill-equipped without this platform.” “There is no competitive alternative aside from this solution. The accuracy and availability of data is unmatched,” added Warren.

## Conclusion

Nations Direct leveraged the Prospect Marketing platform to create dramatic efficiencies as related to TPO business channels. The platform leverages a robust intellectual database compiled over the past decade, a repository of due diligence data and key industry information from HMDA and various other industry reports and data sources.

The ability to access intelligent data for lead generation, client rapport, and sophisticated prospecting has enabled Nations Direct to build their business and access valuable insights and data that cannot be reliably obtained anywhere else. As a result, Nations Direct has improved territory development, gained access to states that were previously impenetrable, increased production volume, achieved funding ratios of 80%, and received industry notoriety on multiple fronts.

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