



CUSTOMER STORY

Paul Financial LLC

Paul Financial Improves Customer Service with Web-Based Deal Structuring Solution from MindBox

PAUL FINANCIAL LLC was looking for a system that would deliver all the necessary functionality to allow its loan officers and brokers to provide the most up-to-date loan products and best possible loan packages and services to its customers. As a result, the San Rafael, Calif.-based mortgage lender began to search for ways to streamline and gain better control over its loan decisioning and origination process.

“We were looking for an intelligent and centralized web solution to help us provide a better loan application experience for our customers,” said Tamara Blake, CIO of Paul Financial. “We wanted to speed up our loan decision turn-around times and proactively offer customers a range of loan alternatives that would suit their individual situations at the first point of contact.”

Building a Multi-channel Web-Based Decisioning System

Because Paul Financial places a high priority on the use of automated technology to help its loan officers and brokers deliver exemplary customer service, it sought out a solution that could incorporate an easy-to-use, customizable portal with its existing loan origination system, while enabling more internal control over the setting of prices and other guidelines.

After evaluating a number of possible solutions, Paul Financial determined that only one technology vendor could deliver the entire package to make this vision a reality. That was MindBox®, a Greenbrae, Calif.-based company with a strong reputation in the mortgage industry and extensive experience in deploying solutions that automate complex business and decision processes.

Paul Financial is using MindBox’s decisioning products to enable mortgage loan decisioning and deal structuring capabilities via a web portal, including the ability to manage and easily maintain loan pricing and underwriting guideline changes.

Paul Financial has purchased a number of MindBox solutions, including Power Portal, ART*Optimize*™ and Power Editor.

As the foundation for its new centralized web interface, Paul Financial is using Power Portal, a customizable web site technology for development of e-commerce applications. Power Portal provided a basic framework from which Paul Financial can enable its loan officers and brokers to initiate secure, authorized transactions; quickly enter data and receive quotes for loans; do credit checks and view loan status. Power Portal, is flexible enough that Paul Financial can customize the look and feel of the new portal and easily integrate it with existing pricing databases and loan origination engines.

“With a centralized web portal that served as an entry point to our databases and loan origination system, our brokers and loan agents only need to visit one site to quickly gather all the information required to provide an accurate list of products that were available to our customers,” Blake added.

In combination with the Power Portal, Paul Financial is using ART*Optimize*, MindBox’s flagship offering that provides core decisioning capabilities for the lending process – from credit checks and deal structuring to



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TAMARA BLAKE, CIO
PAUL FINANCIAL

pricing and underwriting. ART *Optimize* gives Paul Financial's loan officers and brokers a number of tools to help with automated deal structuring, including the ability to upload 1003 files, pull credit reports, qualify loan applications and receive underwriting decisions. Moreover, ART *Optimize* can generate a menu of various loan alternatives for which the customer qualifies and offers suggestions about how to repair the deal in a way that allows the company to proceed with a loan.

Empowering Business Users to Maintain Rules

Paul Financial also purchased MindBox's Power Editor, a user-friendly application for modifying rules and policies that enables the lender to edit and maintain its rules for underwriting loans without the need for IT staff. For example, Paul Financial will gain more control over the information that drove the decisioning process by allowing its line-of-business managers to directly enter pricing changes, new guidelines and templates. Because the average employee is able to make these changes – rather than having to wait on a select few IT staffers to make the updates when they

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get a chance – Paul Financial is assured that its loan decisions are always responsive to the most current market information and conditions.

The level of customization afforded by the MindBox solution was, perhaps, one of the most attractive features, according to Tamara Blake, Paul Financial's CIO.

By improving the accuracy and speed with which all new information is shared with the loan

officers and brokers who are working directly with customers, Paul Financial can be confident that its loan scenarios are based on the most current data available and are ready to submit to the loan origination system.

“With MindBox powering our decisioning capabilities, we are able to improve customer service dramatically,” said Blake. “The automated processes combined with up-to-date pricing data give our loan officers and brokers a fantastic tool that allows them to originate a higher volume of loans and offer our customers a broader selection of loan products.”

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Paul Financial, LLC

INDUSTRY
Mortgage

APPLICATION
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