

Hometown Lenders Increases Completed Applications with Roostify

HomeTown Lenders is a fully integrated, multi-channel mortgage lender that was looking for the easiest way for its customers to apply for and close on their mortgage. HomeTown wanted a solution that streamlined the mortgage process for their loan officers, and left their borrowers happy and excited to work with them again. The company discovered Roostify months after its launch.

Attracted by its crisp user interface and simple step-by-step question and answer process, HomeTown Lenders moved forward with an implementation.

Centralized System for Mortgage Applications

Prior to Roostify, HomeTown Lenders had a “hodge-podge of systems” across its branches. Each location had its own applications, websites and processes for ingesting mortgage applications.

Since the implementation of Roostify, HomeTown has standardized and accelerated its mortgage process across all its branches. With Roostify’s flexible platform, HomeTown places each branch it manages under its own Roostify profile. This means that each branch uses the same centralized system, but features and applications for each branch can be customized.

“As soon as we turned on the Timeline feature, we had a borrower sending over updates to their loan officer. It has become such a great way to keep everyone up to date and fully involved in the loan process while improving the customer experience and our efficiency, internally as well as with our partners.”

-Matthew Hillis
CIO, HomeTown Lenders



HomeTown Lenders is a fully integrated, multi-channel mortgage lender in a nationwide network of appraisers, closing agents, and lenders. HomeTown Lenders is committed to providing the highest level of customer service through highly experienced loan consultants utilizing the most innovative technology available.

For example, required documents for products not offered at a certain branch can be removed from their Roostify environment. Applications can be submitted directly to a branch, or an administrator can assign applications to a specific loan officer.

Attracting Customers

HomeTown Lenders has taken full advantage of the usability and simplicity of the Roostify platform to attract customers who have come to expect an online experience. Loan officers include "Apply Now" links in each of their email signatures to draw customers to their personal loan application, in addition to conducting outbound email and social media campaigns to drive customers to complete a mortgage application.



We are seeing a lot more applications coming in from the web, and when they do, they are more complete.



HomeTown even has their loan application embedded directly on their Facebook page, placing themselves directly in front of their customers.

Power through Simplicity

Loan officers appreciate the simple power of Roostify. Customers can complete their applications by connecting their existing online accounts such as TurboTax, LinkedIn, and even their bank accounts. This results in a seamless experience for consumers, and pristine loan applications for loan officers. The end result is a faster and smoother road to closing. In fact, before the loan officer even opens up the application, the applicant has a list of documents that they need to provide (which they upload or pull in direct from source), eliminating several steps in the processing phase.

Collaboration

HomeTown Lenders was one of the first Roostify customers to take advantage of the Timeline collaboration feature. Timeline – a mini social network for people involved in the lending process – allows everyone involved in closing the loan (such as the applicant, loan officer, and real estate agent) to post and collaborate in real time on the status of an application.

HomeTown Lenders' adoption rate has been high since implementing Roostify, having processed thousands of applications in a few months. HomeTown is seeing a much higher completion rate for its applications and its customers are happier filling out their application online.

Borrowers are not the only ones benefitting – HomeTown's loan officers are also pleased to have the ability to take on more business while maintaining a close relationship with their customers.



Roostify lets us get things started faster and easier and helps us process loans faster, while providing a great customer experience.

