

INSELLERATE ANNOUNCES ITS FIRST DIGITAL LENDING WORKSHOP

BeSmartee, Leadpoint, Nations Lending Service, Vantage Production, Ytel and others partner with InSellerate to educate the industry on what drives the digital mortgage

Costa Mesa, California, February 28, 2017 – InSellerate, the developer of the most advanced lead management system in the mortgage industry, has announced its first Digital Lending Workshop. The live, full-day event will be held Thursday, April 20 at the Center Club Orange County in Costa Mesa, California.

Partnering with fellow mortgage technology companies and consultants such as BeSmartee, Leadpoint, Nations Lending Services, Vantage Production and Ytel, InSellerate has designed the workshop as an opportunity to explore and review the entire technology chain driving the digital mortgage. The workshop will walk participants through the entire process of a digital mortgage, including lead buying, distribution and management; creating web portals; borrower self-service; automated disclosures and fees; creating engaging marketing content and sales presentations; automated closing and underwriting; and electronic delivery and signing.

Workshop participants will hear from some of the leading experts creating and deploying this technology. The goal is to provide attendees with the knowledge to integrate technology into their business and help lead their company into the future.

InSellerate CEO Josh Friend said the need for this workshop arose from many conversations he's had with mortgage industry clients. "I found a recurring theme. While many leaders are excited about the possibility of integrating new technology into their enterprises, the plethora of choices can almost leave one paralyzed," he said. "There is also a lack of understanding of what digital lending is and how every mortgage company can and needs to adapt to it."

"Ultimately, we want to take leaders through the new process that is created by the digital mortgage," said Sue Woodard, CEO of Vantage Production. "It's about understanding borrower connection and engagement and how enhanced digital technology changes the landscape of the borrower's journey. Technologies that are available today, many of which provide automation, have the opportunity to reduce funding times and enhance the borrower experience while providing companies with substantial cost savings."

The workshop will be held at the Center Club Orange County, 650 Town Center Drive, Garden Level, in Costa Mesa. The full-day workshop includes dinner and a mixer/social hour. For more information on the workshop and to register, visit the website at <http://digitallendingworkshop.com>.



DIGITAL LENDING WORKSHOP

About InSellerate

Based in Costa Mesa, California, InSellerate provides the mortgage industry's most advanced Lead Management System, enabling originators to not just get more applications, but to close more loans. Founded in 2014 by mortgage professionals who understand the challenges lenders face every day, InSellerate empowers them to optimize all consumer lead channels, increase prospect conversion and maximize sales opportunities, making marketing and origination systems far more efficient. InSellerate comes with fully integrated workflows, communication and marketing automation tools, and is SSAE 16 certified. For more information, visit www.InSellerate.com.

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