Sales

Leads

Open House Flyers

Reporting

Rates

Marketing

Campaigns

Follow-up

Presentation

Partners

Why is the mortgage business so hard? Can't there be a solution I can use to manage everything?

Introducing

LoanCurve

Built by Mortgage Professionals for Mortgage Professionals

Vantage Production & InSellerate Bring Lenders the Best of Both Worlds:
Consumer Direct *and* Retail Automation

Marrying the power of the industry's leading retail marketing and sales automation platform with the most advanced direct lending sales automation solution, Vantage Production and InSellerate have partnered to create the first technology solution that empowers lenders to excel in both critically important lending channels.

The Ultimate Solution for Success in Consumer Direct *and* Retail Channels

Consumer direct lending is very different from traditional retail. The customers are different, the tactics are different and the sales people and their skill sets are different.

Why try to do both with sales automation technology that does not adequately understand them both?

With LoanCurve, you no longer have to limit your originators' success with solutions not built for them.

LoanCurve Delivers the Total Solution

Consumer Direct

- Optimized lead management and skilled-based routing
- Controlled and compliant sales messaging Maximized
- customer contacts
- Automated follow-up
- Click-to-call and automated lead dialing
- Comprehensive marketing campaign management
- Sales presentations on demand
- Industry-best content from leading experts
- Opportunity identification
- Speed to contact
- Manage workflow
- Unified reporting for sales, marketing and operations

Retail Lending

- Industry-best content for email, print and social media
- Matchless marketing campaign automation
- Borrower, partner and recruit marketing content
- Campaigns you can customize to make your own
- Complete messaging control for assured compliance
- Customized dynamic presentations
- Automated workflows take the next best action
- Role-based permissions
- Manage partner relationships
- Easy-to-create open house flyers
- Full reporting and tracking
- Compliance archive capabilities

Best of Breed, Not One Size Fits All

Finally, you can leverage *best of breed* sales and marketing automation to get the job done right with speed, simplicity and compliance. There is no need to settle for anything less than the very best sales automation solution specifically designed for each channel.

- Distinguish high-touch retail relationships from high-volume Internet leads and consumer direct lists — no more retrofitting a platform that isn't quite right.

- Avoid adapting call center tactics for use by retail originators—it just doesn't work—their tactics are vastly different.

- Expand your originations effectively and quickly, with the peace of mind of compliant message control, along with the security of SOC II certification.

User-Friendly Design, Easily Implemented and Cost-Effective

- Build and nurture relationships for your retail and consumer direct teams with the industry's most professional customized marketing content, campaigns and sales presentations.

- Maximize performance at consumer direct call centers with lightning speed and sophisticated lead management that facilitates excellence.

Designed and Built by Experienced Mortgage Professionals

Unique among technology providers, we have many decades of loan origination experience. LoanCurve leverages that depth and empowers lenders of all sizes to serve their markets to the fullest in both retail and consumer direct channels.

Cloud-based, easily implemented and cost effective, LoanCurve provides lenders with solutions for every borrower—and the power to build their businesses without limitations.

Scalable, Flexible, Compliant—and SOC II Certified
Watch your business grow.

Call us today to schedule a Discovery Call
(866) 200-0098

Vantage
PRODUCTION

insellerate
READY•SET•CONNECT