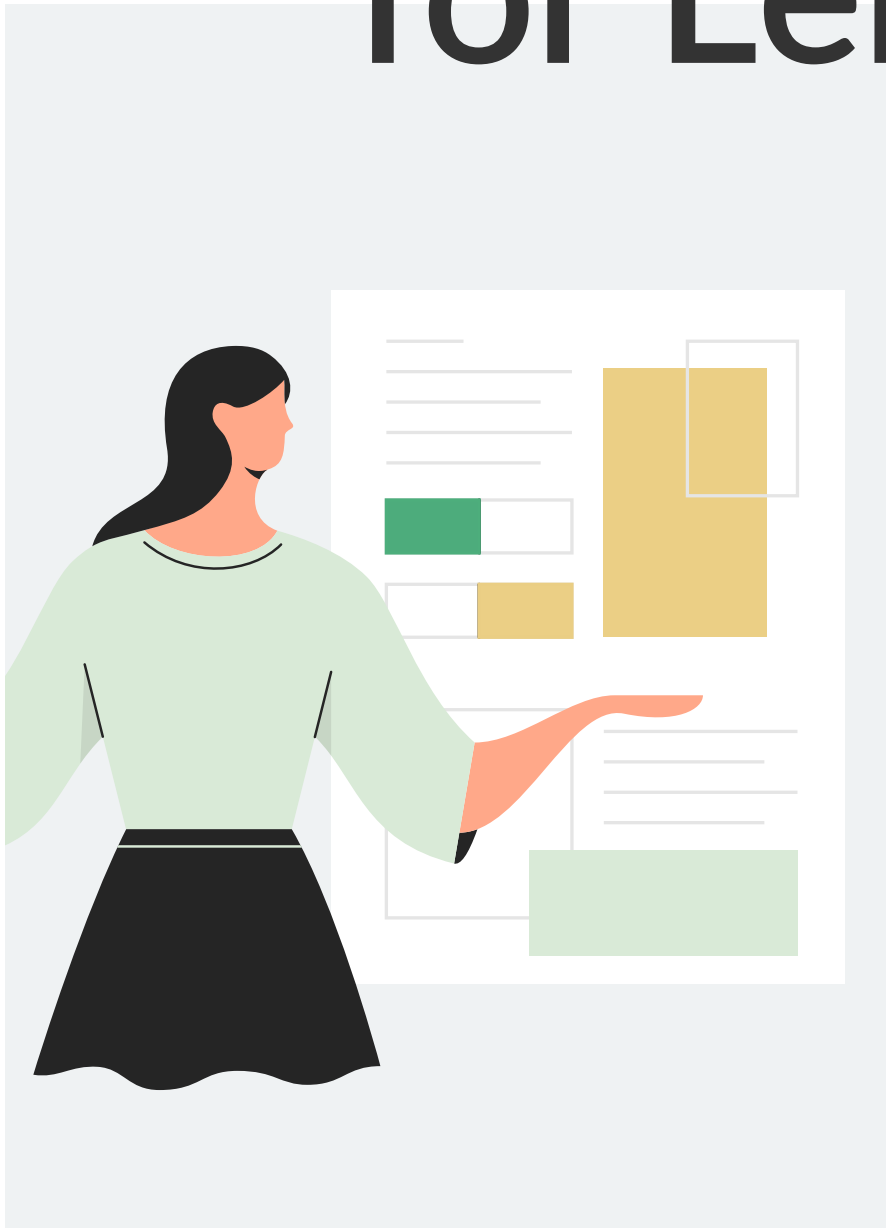


# Qualia Connect for Lenders



# Unlock a better borrower experience

Across the mortgage financing journey, a borrower takes note of several key “moments in time” that ultimately define their transaction experience. One cognitive heuristic that often defines a consumer’s experience is the “peak-end rule” which asserts that people remember the peak (most intense) moments of an experience as well as the final moments of an experience rather than the sum of many moments.

The first “peak moment” in the borrower journey is often the application process. You’re likely already optimizing the application experience with point of sale technology. However, once that file moves into the title and closing stages and the number of partners you’re working with expands, the process falls into forces outside of your control. If you don’t have an efficient communication and workflow process with insight into the status of your files, you simply cannot meet your borrowers’ expectations for transparency and ease at closing—the final moments of the borrower experience.

Data from STRATMOR and CFI Group supports this idea. According to their study, when a borrower experiences issues with their loan, their satisfaction with their lender drops 91 points on the Net Promoter Score. Notably, the top two issues borrowers cite that lead to problems on the loan are “communication” and “closing.”

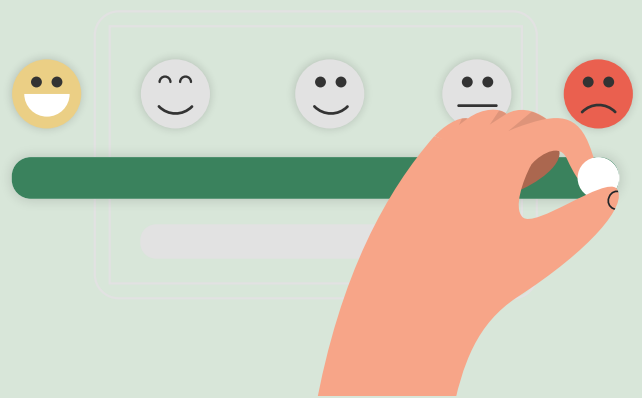
The full closing experience is not completely within a lender’s control. You rely on your title partners for essential information throughout the mortgage process, yet most of this information lacks real-time access and transparency because the exchange is largely manual. Back-and-forth emails and phone calls to retrieve documents, information, and status updates from title partners result in unpredictable delays—not to mention opportunities for error as information is rekeyed back into your LOS.

Inefficient operations with your title partners result in a slower process and sub par execution, both of which ultimately impact your ability to close in a timely and efficient manner. This all results in a poor borrower experience and greater strain on your staff.

***With Qualia, it no longer needs to be this way.***

# -91

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# The Solution

## Qualia Connect for Lenders

Qualia Connect allows lenders to unify and automate their title workflows across all transactions while gaining real-time visibility into the status of each loan.

Connect integrates directly into your LOS to automate all of your touchpoints with your title partners to reduce turnaround times on each task and eliminate downtime in the process. Reporting in Connect also gives lenders an accurate, auto-generated view of your title partners' turn times, fulfillment rates, and other performance indicators.

# A closer look at Connect

## Automatic order placement and dynamic information requests

Orders and information requests to title partners are triggered automatically when loan files reach milestones based on your specific workflows. This means you no longer need to place orders or request documents via email and can spend more of your time focused on your core workflows.

## Unified and consistent workflows

Manage your title workflow the same way on every file whether the transaction is a purchase or refinance. Connect works with any title partner and closing attorney regardless of where they operate or which systems they use.

## Real-time, automated document and information uploads

When title partners fulfill your requests, documents flow directly into the appropriate folder within your LOS. Data also populates in the loan file so there's no need to rekey or copy and paste information such as legal descriptions out of a title commitment.

## Accurate title performance reporting

Track the status of all transactions within a global order dashboard. This enables lenders to keep a finger on the pulse of individual title partner service level agreement (SLA) performance with reporting on turn times and fulfillment rates

## Dedicated onboarding and ongoing fulfillment support

A dedicated success manager and service team will provide your team with a white-glove onboarding experience and ongoing support. Qualia's intuitive configurations make setup simple and adoption easy for mortgage lending teams.



# How you'll benefit from Connect



## Deliver an ideal borrower experience through greater visibility into the closing process

- ✓ Ensure closings are on schedule with real-time status updates
- ✓ Track title performance with reporting on turn times and fulfillment rates



## Hands-on support during post-closing

- ✓ Our team of fulfillment specialists follows up on your behalf to collect time-sensitive trailing documents from title partners.



## Enhance security and minimize file errors

- ✓ Securely transfer sensitive information and documents from within your LOS.
- ✓ Reduce the risk of human error due to rekeying information from emails or documents
- ✓ Exceed your auditors and security professionals expectations



## Make every minute matter

- ✓ Spend more time focused on loan origination and less time emailing and calling title partners
- ✓ Use a consistent workflow to manage the title process across all transactions
- ✓ Receive information instantly from title partners through real-time, automated data and document exchanges



Speak to a Qualia specialist to learn more about how Qualia Connect for Lenders can benefit your organization

