

CASE STUDY

RMC VANGUARD CLOSING MORE DEALS WITH MORTECH'S MARKSMAN

Turning Internet leads into closed deals

OPPORTUNITY

Potential borrowers are continuously searching for loan information online. This increasing trend has created many growth opportunities for companies like RMC Vanguard Mortgage Corporation. One of the top purchase-money lenders for major Internet lead aggregators, RMC Vanguard has an impressive six to seven percent close ratio.

RMC Vanguard's ability to recognize and act on new trends is what has turned the business into one of the most respected mortgage companies across the country and online. Early adoption of new methods has allowed RMC Vanguard to meet not only the latest market trends, but also consumers changing needs.

The increased trend of e-consumers means that lenders need to be on the web building direct relationships with these online prospects. Owen Raun, President of RMC Vanguard recognized the growing trend and has made steps to meet the demands of this growing market.

"Many lenders seem to think the Internet is just a first step to being a 'referral' or 'realtor' based lender," says Owen Raun, President of RMC Vanguard in Houston. "My focus has always been to go where the most borrowers are, then figure out how to convert them rather than hanging out on the fringes waiting for higher margin niches or letting someone else do your selling for you – like realtors, builders or CPAs. Borrowers used to be in realtor offices, now they're online."

CHALLENGE

While the vast number of prospects appearing online presents an opportunity, RMC Vanguard knew they needed to provide unparalleled customer service and competitive pricing in order to win more business.

With a full plate of prospects, it was critical for RMC Vanguard to have clear and instant visibility into their pipelines to keep up this pace. Being the top lender requires strategies that lead to profits.

"It takes executive commitment, tools and process to succeed with online lending. Leads can't just come in via email or roll off the fax machine hoping for attention. They need to be automatically distributed according to a well laid out plan to ensure each lead is given immediate attention and our first impression to the potential customer is favorable," said Raun.

The ability to act quickly with fast and reliable information is what separates successful lenders. When a borrower is misled with inaccurate loan information or sits around waiting for a lender's response, the customer is less likely to conduct business with that company.

CUSTOMER PROFILE

Based in Houston, RMC Vanguard has been recognized as one of the top online mortgage lenders in the country by offering consumers upfront and honest information, competitive rates, low fees, and award-winning customer service. RMC Vanguard's primary focus for more than ten years has been "A Paper" customers with good to excellent credit.

Through correspondent relationships with the country's largest banks, RMC Vanguard has the benefit of passing volume pricing to its customers that few other lenders enjoy. Its substantial investment in technology gives consumers the comfort of knowing that within seconds, they can price a loan for "best execution" among several banks for the best rate. RMC Vanguard is also one of the top LendingTree partners in purchase transactions.

SOLUTION

As a result, Mortech set out to create a rich lead management feature for RMC Vanguard's growing list of customers. Together with its pricing and product engine, Mortech designed what is widely known today as Marksman.

Marksman was the first of its kind that supplied mortgage professionals with an all-in-one pricing, product and lead management solution specifically designed with the loan officer in mind. RMC Vanguard was the first company to use this unique product and saw benefits right away.

"Competing for leads is always top of mind and Marksman gave us the needed edge to make immediate contact so that we can promote a positive first impression to the consumer," said Raun.

Mortech's Marksman also supplied RMC Vanguard with a rich customer relationship management system that automated the lead tracking, lead distribution and campaign management processes. From the location of the

lead to the loan purpose, the system works to distribute and reassign incoming leads according to any type of criteria RMC Vanguard allocates. With Marksman, RMC Vanguard is now able to track leads according to rules based on aging, lead status or any other categories the company prefers.

"Marksman gives us the power to verify that leads are automatically and immediately distributed to the appropriate sales associate with accurate pricing and multiple loan product options for which the borrower is eligible. In short, we feel we're armed with the process and necessary tools to allow us to provide better service and more competitive pricing than our competitors."

With constant activity associated with the Internet, RMC realized that it needed to employ shifts to ensure all leads are worked immediately, whether they came in during the day or night. The prospect management functionality of Marksman is rich with administrative

features that kept their secondary, sales and management teams informed and prevented leads from aging.

The system supplies RMC with a complete end to end solution. From serving RMC's secondary desk and the back office with ample reports to ensuring the lender will make immediate contact with the lead.

RMC Vanguard chose Mortech not only for the solution that helped to manage incoming leads, but also for a company that would serve as an advocate to their success.

"I couldn't believe how great Mortech was, and still is, to work with. They truly care about the relationships they build with their customers. Many companies talk about how they put the customer first, Mortech goes far beyond that," said Raun.

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- Owen Raun, President
RMC Vanguard in Houston

RESULTS

The increased efficiency alone garnered enough ROI for RMC Vanguard to justify the investment in Marksman. The system has helped RMC Vanguard to respond quickly to incoming leads with relevant and truthful information. As a result, RMC Vanguard is able to build bridges between its lenders and potential borrowers.

"Marksman has optimized the loan closing process for us. It has become a critical piece of software that we depend on every day. Being able to respond quickly as a result of their technology certainly has its benefits over our competitors that delay responding to leads for more than thirty minutes."

RMC Vanguard has evolved into one of the leading Internet mortgage lenders and consistently closes deals on a daily basis.

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