

THE MORTECH INSIDER

JANUARY 2009



COMING SOON IN 2009!

Ellie Mae Encompass Integration

Mortech is partnering up with Ellie Mae. The alliance will give Marksman and Encompass users the ability to price loans and get product decisions without leaving your Encompass account. Users will be able to take advantage of Encompass's mortgage management system seamlessly through this new integration. Look for more information about the partnership in the coming months.

Email Campaign Developments

Stay tuned for new improvements to Marksman's email campaigns. Enhancements coming to the email campaign functionalities, such as the ability to personalize your messages sent to prospects by including your photo on email campaign communications, will be available in the upcoming release notes.

Additions to Leadmark

Look for more details in February about the new release of Leadmark- which will soon offer access to AllRegs guideline services. Do you know someone who is using one lead aggregator and is in need of a simple, yet powerful lead management solution? Tell them about Leadmark for loan pricing, lead management and soon to come, investor guideline access.

HAPPY NEW YEAR!



We hope you enjoyed your holidays and are ready for a great 2009! We are looking forward to an exciting and flourishing year. Please let us know if there is anything we can do to make the coming year as successful as possible for you.

HOLIDAY DONATION

Mortech was pleased to contribute to the CEDARS home foundation this season. CEDARS is dedicated to providing safe and secure living conditions to children in need. Mortech matched dollar for dollar from each member of the staff who participated in the fundraiser. Mortech, as a team, was able to donate nearly \$1,500 to the foundation.

TIP OF THE MONTH

New to the RateTracker feature: You can track a rate for a refinance scenario based on the consumer's desired change in the monthly payment or a change in rates from what the prospect is currently paying. Simply enter the borrower's current mortgage rate and/or monthly payment in the prospect's information located on the "Scenario & Property" tab and then trigger the RateTracker accordingly.

QUICK LINKS

- [Marksman Brochure >>](#)
- [Marksman Training Videos >>](#)
- [Mortech Newsroom >>](#)
- [Contact Us >>](#)

ATTENTION LENDINGTREE LENDERS

As you know, on January 30th LendingTree will discontinue APEX, LendingTree's legacy lead management system. If you have any questions about the status of your account, or if you have any concerns about the new changes please contact your account manager.

[Contact Account Manager >>](#)

Not a LendingTree Lender? LendingTree is committed to implementing new innovations in the coming year in order to help lenders stay successful in the current lending environment. If you are you interested in learning how you can start getting high quality online leads, contact your account manager or a LendingTree representative to learn more.

[Learn More >>](#)

NEW! CASE STUDY

Eric Hawkins, Vice President of Operations for BankMortgageSolutions, a mortgage origination center located in Lenexa, Kansas, has weathered many of the mortgage industry's storms. BMS, a well-known industry leader with extensive experience in internet residential mortgage lending, retail mortgage origination and corporate mortgage solutions, including relocation services, has endured a substantial amount of industry changes. BMS has favored well despite the fact that its competition has grown and prospects are scarce. Read more about how BMS has stayed successful with the help of Mortech.



[Read the Full Case Study >>](#)

Are you interested in taking part in a Mortech case study and having your story featured on the Mortech web site and in electronic and/or print publications? We would love to team up with you to share your story. If you are interested in being included in a Mortech case study, please contact our Marketing Director, Renee Harvey, at renee@mortech-inc.com.

[Contact Renee >>](#)

RELEASE TRAINING

Mortech's Support Team is hosting Release Training Sessions that will



take place after each Marksman release. Please read the first page of your notes for dates, times and participation instructions.

FROM THE LAST RELEASE...

The latest Marksman release took effect December 23rd. Below are some of the highlights:

- **Marksman Mobile Makeover:** The user interface for Marksman Mobile has a slightly different look, making it more user-friendly and easier to navigate.
- **Compare Pricing Across Investors:** This new tool allows you to compare the pricing matrix across up to five different investors.
- **Add Comments to Messages:** When emailing rates to prospects you can now add personalized comments to the message.

[Full Release Notes >>](#)

Did You Know?

- According to CardTrak.com, 61% of Americans are carrying revolving credit card debt at an average of nearly \$10,000 - and that is before the holiday shopping season!
- A recent study conducted by the Center for Economic and Entrepreneurial Literacy (CEEL) found that 16% of respondents admitted that they do not expect to have their holiday debt paid off by March 1, 2009.

[Print Newsletter to Play!](#)

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A growing trend in the New York City area in which several people share living space, such as bathrooms or kitchens.

Find the answers in next month's issue of The Morteck Insider.

*December's Answers: PRIME | COMMERCIAL | CONSUMER | OFFICER | PRICE
A person who buys an asset and quickly resells it for profit: FLIPPER*