

Product Datasheet

Loan Originator Networks creates fully automated, attractive Mortgage Website Designs that provide optimum customer service and a professionally branded Internet presence for **Individual Loan Officers** and **Mortgage Companies** as well as Wholesalers.

Our sites give you the latest technology that can help you efficiently manage and grow your business.

Eliminate Duplication.

- Complete and seamless integration with Calyx Point LOS software.
- Automated download of loan applications from Web site to the loan processing software
- Automated publishing of loan status back to the Web site.

Keep Everyone in the Loop, Effortlessly.

- Everyone involved in the transaction, including the borrower, real estate agent, lender and others will automatically receive e-mail notifications alerting them to changes in loan status:
- Automated benchmark alerts such as rate locks, credit runs, appraisals ordered and received, completed loan, and orders for closing documents.

Manage Accounts Anywhere at Anytime.

- Stay on top of loan status and pipelines with online status, reporting, notification and collaboration capabilities.
- You and your loan officers can view all accounts 24/7 – regardless of where they originated.

- Forward e-mail inquiries to back up agents when individual loan officers are not available.

Add Credibility to Your Business.

- Our extensible Web pages and dozens of customization templates allow you to create a truly unique, custom Mortgage Website.
- Our search engine submission service getting more traffic to your site
- Our web site statistics reporting tracks which pages are most popular.

Build Your Pipeline.

- Our Mortgage Websites offer marketing and customer relationship management (CRM) tools
- These include an automated advertising manager to promote specials or provide co-marketing opportunities to affiliates and partners.
- Additionally, we offer integrated Real Estate Agent Web sites so loan officers can build, and leverage, a partner network to grow their business.

Be Unique.

- Customization templates allow you to change the look and feel of your site
- Import graphics, change text, and add content – all by yourself.
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Make It Easier.

- Easy online loan applications
- A complete set of mortgage calculators,
- Loan pre-qualification letters and loan package management.

Call us toll free (866) 620-2300 today and we'll get you started with a professional web site that works as hard as you do. Or we'll get you started with a free 30-day trial!

Feature Comparison

	Mortgage Company Website	Loan Officer Website
Secure Online Loan Application	Yes	Yes
Print and Download 1003 forms and data	Yes	Yes
Automated E-mail Notifications	Yes	Yes
Unique Domain Names	Yes	Yes
E-mail Forwarding	Yes	Yes
Mortgage Calculators	6	6
Loan Process Description Page	Yes	Yes
Customer Resource Center	Yes	Yes
Create Unlimited Custom Web Pages	Yes	Yes
Online Quick Prequal Forms	Yes	Optional
Prequalification Letter	Yes	Optional
Daily Rate Sheet	Yes	Optional
Refinance Analysis	Yes	Optional
Online Loan Status Center	Yes	No
Administration Tools		
Web Page Designer	Yes	Yes
E-mail Marketing Tools	Yes	Yes
Advertising / Promotions Manager	Yes	Yes
Online Account Management	Yes	Yes
User definable Meta Tags	Yes	Yes
Search Engine Submissions	Yes	Yes
Web Statistics Reporting	Yes	Yes
Loan Product Designer	Yes	Optional
Support Features		
Online Support	Yes	Yes
Training	Yes	Yes
Online Manuals	Yes	Yes

Feature Descriptions

Secure Online Loan Application

Our Loan Application forms are super simple. Customers can quickly apply for a loan online answering only the questions relevant to their financial profile. The loan officer will be notified by email when a new application has been entered and can print the loan application or download the loan application data.

Print and Download 1003 forms and data

Loan applications taken on the website can be printed in standard 1003 PDF file format, or downloaded in several file formats to be imported into your LOS for processing.

Automated Email Notifications

Loan officers are automatically notified when a customer enters a prequalification or a loan application. These customers will show up in the loan officers Lead Tracking database.

Email Forwarding

Email sent to your unique domain name will be forwarded to your company e-mail account. No need for a separate POP3 e-mail account.

Unique Domain Names

Each loan officer can have a unique domain name that points to their personalized version of your site. They can market their own domain name and drive business directly to their site.

Complete set of Mortgage Calculators

Current calculators include Buypower, Refinance, Net Proceeds, and Monthly Payments

Loan Process Description

Describe your loan process and documentation requirements so your clients know what to expect.

Customer Resource Center

Your website includes a complete Home Loan Resource Center for learning about the process, terms, and options they will need to know.

Prequalification calculator and Letter

Online prequalification forms will allow customers to accurately determine which loan packages they are qualified for. After prequalification customers can have a custom good faith letter printed describing the terms of the loan they qualify for, complete with your logo and loan officer's signature. The loan officer will be notified via email when a new customer performs a prequalification.

Daily Rate Sheet

Quickly update daily interest rates and discounts for your loan programs. Loan Officers can view current rates and points directly in their administration account.

Loan Status Center

You can configure your web site so that borrowers, Real Estate agents, builders, escrow agents and other interested 3rd parties can login and view loan status 24x7 on your web site. You can configure automated e-mail notifications to be sent whenever loanstatus changes occur. You can even configure what information each viewer is allowed to see in their report.

Web Page Designer

A browser based HTML editor allows you to create great looking web pages to build your site. Upload images and create links to external websites and content you want your visitors to see.

Email Marketing Tools

Your loan officers can perform email marketing campaigns to their database of leads generated at their web sites.

Advertising / Promotions Manager

Create banner advertisements and schedule them to be run on your site. Offer advertising space to co-marketing partners. You have complete control over what gets advertised and when.

Online Account Management

Each user has their own account login for managing their leads and website content. The Administrator has control over user privileges and content changes.

Search Engines and Meta Tags

You can define your own search engine keywords that are embedded into your webpages for the search engines to use. We can assist you in submitting your web site to major search engines. This will help generate more traffic to your web site.

Web site Statistics Reporting

View a detailed summary of your web site's performance.

Loan Product Designer

Define the loan products you offer. These loans are used with the prequalification process and the Buypower Calculator. Update daily interest rates and optionally display a daily rate watch on your main web page.

Automated Calyx Point or Lenders Office Integration

Our integration utility will automate the download of all your loan applications into your LOS. Loan status changes within your LOS are automatically posted to our secure server and e-mail notifications are sent to the borrower and Real Estate agents to visit your site and review the status changes. Currently supported LOS packages include Calyx Point and [Lenders Office](#)

Integrated Real Estate Agent web sites

Real Estate agents can create templated web sites, directly linked to your loan officer's site. Features include mortgage calculators, Real Estate Listings, and more.

Loan Officer Accounts

The Mortgage Company Web site provides customizable loan officer accounts complete with unique domain name and photograph, all under the main corporate branded web site. These are complete websites, not just a bio page. Each loan officer is able to market their own domain name and drive leads into their account. In addition, leads driven to the company web site through company-sponsored marketing are equitably distributed to loan officer accounts.