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OptifiNow Develops Fannie Mae 3.2 Compliant Sales Solution

New SaaS product streamlines mortgage processing, loan origination for lenders

LOS ANGELES, CA – OptifiNow, an industry leader in software solutions designed to optimize sales and marketing through cloud based automation, today announced a new service designed to simplify loan origination and mortgage processing for lenders. OptifiNow is debuting a new feature in the Lead Management module for the mortgage industry to facilitate Fannie Mae 3.2 compliance.

Mortgage professionals usually have to pull consumer information from a variety of sources to fill out the Fannie Mae 1003 Universal Residential Mortgage Application. This same data would also have to be manually entered into the Lenders Loan Origination System. Not only is this process time consuming and inefficient, the potential to enter data incorrectly is compounded. OptifiNow's Leads On-Demand solution allows lenders to accumulate the 1003 information directly into the lead database. And, with the click of a mouse the entire 1003 data is exported into a Fannie Mae 3.2 compliant file for direct import into the Loan Origination System. Compatible with any loan origination software, OptifiNow's Leads On-Demand streamlines loan processing.

“Not only will Leads On-Demand save lenders time when processing and evaluating loans, it will drastically reduce data-entry errors resulting in huge cost savings as well,” said OptifiNow CEO John McGee. “Our Fannie Mae 3.2 feature solution will streamline the loan processing industry by greatly improving efficiency and helping lenders close more business”

For more information about OptifiNow and the customized Leads On-Demand solution for the mortgage industry, visit: www.optifinow.com.

About OptifiNow

OptifiNow is a Software as a Service (SaaS) that helps sales teams engage with their customers through an integrated marketing communications platform. OptifiNow provides organizations a single platform to connect with customers via Email, Mobile, Social Media and Direct Mail. OptifiNow delivers the right message to the right customer at the right time to help you close more sales. For more information visit www.optifinow.com.