

As Seen in Mortgage Daily News: NAMB 2005 “The Art of Leadership”

Calyx® Point® and PushMX Software Together Deliver Generous ROI

Mortgage brokers who use PushMX Software (www.PushMX.com) for their loan origination activities are very enthusiastic about how well it integrates with Calyx Point Software to improve the minute-by-minute productivity of their people and increase their business. Here is an interview with Ben Cote, mortgage company owner.

Q: Are Calyx Point and PushMX the two main software programs that you use to originate loans?

A: Yes, we started using Calyx Point in 1992. We like Point because it's simple, it's easy to use, it's got all the forms you need and it does the job. Something like 70 percent of all mortgage companies use Point because it's easy to use.

Q: Why do you use PushMX along with Calyx Point?

A: These two programs work together synergistically. Point is a great engine, it's a great database and a great tool for us. We use Point to start the loan application, pull the credit, establish the team to work on the file, and then we input the conditions from the lender when the loan is approved. But the real momentum comes from the workflow routines and checklists found within PushMX. Those make up the business hub that everyone in my office uses to actually get the work done. PushMX is dynamic, it gives me better visibility into every loan that is being processed, it has a sophisticated work flow process, and it can be customized to work the way I want it to work.

Q: Do you expect that at some point PushMX will pay for itself?

A: It already paid for itself in about a week.

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A: Maybe less than a week. Before we had PushMX, everyone was walking around asking each other questions all the time. They were always coming into my office and interrupting my work. Now, hardly anyone interrupts me any more. This makes me personally more productive so that I can build up the business, close more loans and book more revenue.

Q: How many more loans are you closing per month with PushMX?

A: Personally, I am closing about five more loans a month using PushMX. On average, I'd say each of my agents is closing about two more than they did before. Like I said, PushMX makes everyone in our office more productive, so the entire company is completing about ten more loans per month than we did before.

Q: How many extra loans does it take for PushMX to pay for itself?

A: Less than one. That's why I said it paid for itself in the first week.

Q: Why else are the added functions of PushMX important to you?

A: PushMX helps everyone in my office stay on the same page in terms of acquiring and processing new loans. It allows the company owner, the office manager, the loan officers, the processors and all the assistants know exactly where they can find all of the documents and data associated with a loan. PushMX keeps everyone communicating in one unified format and communicating more efficiently.