



CUSTOMER SUCCESS STORY

PushMX Integrates with Calyx® Point® to Track Hundreds of Loans in 43 States at Mortgage Strategies Group



"After experiencing the benefits of using PushMX with Calyx Point, we cancelled our search for a midrange system that would have cost us \$50,000 to \$80,000 out of pocket to implement. We've found we can do everything we need to do with Push and Point at a substantially lower total cost of ownership."

-- Leonard Lipsky, President, Mortgage Strategies Group LLC

Organization:
Mortgage Strategies Group
(MSG)
www.msgloans.com

Industry:
Online Mortgage
Company / Lender

Location:
Boca Raton, Florida

Applications:
Loan origination and
processing

Solution Set:
Calyx® Point® Software
integrated with PushMX™

PushMX Products Used:
PushMX Core Module
PushMX Web Communications
Module
PushMX Business Reports
Module

BUSINESS CHALLENGE

With 40 years experience in various management and executive positions in New York, Leonard Lipsky, owner/broker of Mortgage Strategies Group (MSG), is not unfamiliar with business challenges. Lipsky is still exercising his well-earned business acumen even after "retiring" and moving to Florida, where he opened a mortgage company in Boca Raton. Just three years later, his company is 50-people strong and operating in 43 states.

"I have a background in consulting, mergers and acquisitions, and marketing," Lipsky explained. "I've used a lot of different management processes over the years, and I am quick to embrace new technologies that help get the job done."

The residential mortgage business is no different from other businesses, Lipsky says. With the Internet so popular today, homebuyers are looking online to save time, and mortgage companies must adapt to fill this need.

"But you can't just say, 'hey, we're online now,' and expect to be instantly successful.

Like any business, growth and referrals boil down to the quality of your customer service," Lipsky observed.

Lipsky attributes the excellent customer service of his company to the parallel successes of the automation tools he now has in place for loan origination, processing and tracking. "The entire loan application package is electronically delivered and signed. We're providing higher quality service thanks in large part to Calyx Point and PushMX."

WHY PUSHMX?

Lipsky adopted Calyx Point immediately after founding MSG. He knew starting out that he needed to identify the best loan origination system for his needs and quickly determined that Calyx Point was the accepted industry standard.

"Calyx is a great program for what it does. But there is no way to track your loan pipeline other than printing out paper reports," Lipsky explained.

"PushMX gives us the tools to ensure that each online prospect becomes a customer and that we provide each customer the kind of service that leads to repeat business and referrals."

"I anticipate that our improved efficiency from PushMX will enable each loan officer in our office to close an additional one or two loans every month."

"If a lender or other mortgage company drops the ball and a customer calls us at the last minute, we can now provide "rush service" more often because of the time PushMX is helping us save on other loans. This is especially critical in an active refi environment."

At first Lipsky thought he would need to upgrade to a midrange system in order to find a solution that offered all the loan processing capabilities he was looking for. He evaluated several automation tools that would have cost \$50K to \$100K out of pocket to implement. Then he heard about PushMX and decided to see if it would offer him a temporary solution while he continued his search for the perfect loan origination and processing solution.

"BEST EVER" MORTGAGE MANAGEMENT TOOL

After a short trial period, Lipsky suspended his search for a midrange system. PushMX and Point met the majority of his needs and then some. "A good number of the more costly solutions didn't give me any more functionality than combining Point with PushMX," he said. "And all of them were far more difficult to implement requiring much more time and management resources and increasing cost."

Lipsky finds PushMX to be one of the better management tools he has ever used in any business.

"PushMX gives me tremendous visibility to our loan pipeline. I open my PushMX window in the morning, sort all our loans by COE date and see everything at one glance. Everyone in my office can do the same whether they are a loan officer, closer, processor, underwriter or manager."

Lipsky and his staff of 50 professionals use PushMX to manage the process from the time the application is taken until the loan is closed, shipped and funded. "Once a person initiates an application and we send a package for them to complete, we want to get the package back as soon as possible. The reminders and task lists in PushMX help us stay on top of those borrowers who haven't responded back in a reasonable amount of time. As the loan proceeds from processing to closing we can manage exceptions to our time line and avoid the 'hair on fire' events that are so common to the mortgage business."

As a result, Lipsky finds that more borrowers in origination are moving into the next stage of the loan process more quickly, which has increased the number of loans that the company closes on each month.

"I'm expecting significant results from PushMX this year," Lipsky said, "Every loan officer should bring in one or two extra loans each month and that will make a huge difference to our bottom line."



OTHER BENEFITS OF PUSHMX MANAGEMENT REPORTS:

- PushMX helps achieve high quality service and efficiency at the same time, very critical to an online mortgage business
- High quality service leads to an increased number of referrals from online customers with friends and families in other states
- PushMX manages hundreds of loans in the pipeline, giving total visibility from a single screen
- The power of PushMX integrated with Calyx Point eliminates the need for other, far more expensive mid range solutions costing \$50K to \$80K to implement
- Everyone in the office becomes more productive, including loan officers, closers, processors, underwriters, managers and brokers