

Lenders One Introduces LOANMax

Platform closes more loans, fulfills continuing education requirements

ST. LOUIS, May 7, 2008 – [Lenders One Mortgage Cooperative](#), the largest alliance of mortgage bankers in the United States, recently implemented a powerful, new mortgage productivity system for its members. The system, known as LOANMax, has three predominant features to help loan officers close more loans, satisfy continuing education requirements and market themselves more powerfully.

LOANMax is not a product. Instead, it is better described as a system. As a system, Lenders One will promote a pattern of behavior and a utilization of proven technology to help loan officers close more loans and make more money. Lenders One will train the system, including utilization of best practices and member networking, to ensure that members get maximum results.

According to Scott Stern, CEO of Lenders One, “LOANMax was developed to give Lenders One members an advantage over their peers. The real benefit to LOANMax is that the system provides three distinct components:

- The first component of LOANMax is customer retention software. Lenders One entered into a relationship with a leading CRM company, Mortgage Returns, to fulfill their CRM software needs. Through LOANMax, every Lenders One member has unlimited access to the leading CRM software solution.
- The second component of the program is online continuing education. Lenders One entered into a relationship with a leading training organization, Mortgage Training Institute, to fulfill the online continuing education component of LOANMax. Via LOANMax, every Lenders One member has unlimited access to MTI’s Virtual Passport for online continuing education.
- The third component of LOANMax involves the hiring of a celebrity spokesperson to endorse our members and to nationally promote the value of independent mortgage bankers. Lenders One formed a members-only marketing committee who will work together to hire the ideal celebrity spokesperson.

LOANMax was developed over a six-month timeframe that included a thorough review and analysis of leading mortgage productivity systems. Lenders One examined at least 10 ideas for the LOANMax system such as direct mail, internet lead generation, call capture, FSBO marketing, customer retention, continuing education and marketing solutions before deciding on the latter three for inclusion.

“The members are incredibly excited about LOANMax,” said Mike Peretz who manages the LOANMax system for Lenders One. “With the industry in a state of change, there is a great demand from mortgage bankers to increase their business results while managing resources and expenses, that is what LOANMax does. Simply put, we will help Lenders One members close more loans by making sure they maximize origination opportunities better than the typical mortgage banker.”

LOANMax went live on April 1, 2008 and it is available exclusively to the nearly 110 members of Lenders One.

About Lenders One

Lenders One is a national alliance of mortgage bankers which was established in 2000 and is based in St. Louis, Mo. With more than 100 members originating \$40 billion in mortgage loans annually, the Lenders One alliance ranks as the ninth largest mortgage originator in the United States. Lenders One leverages its aggregate buying power and preferred-investor relationships to negotiate better lending terms, provide premium business services at reduced costs and offer ongoing seminar training through Lenders One University. For more information about membership, contact Tim Stern 866.728.5678 or visit www.lendersone.com.

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