

LACK OF VISIBILITY AND RIGID SYSTEMS: Leading cause of unhealthy loan origination process

First Canadian Title's Advanced Solutions Group, in conjunction with Dorado, provides ChannelMaster – the only enterprise lending solution that gives lenders a network to streamline the loan process from start to finish. Targeting large and emerging lenders in Canada and the United States, this collaborative environment connects data and documents with practices and people, enabling over 350,000 lending professionals to increase productivity and better serve their customers.

Today's mortgage lending process is extremely complicated for both lenders and borrowers. It requires enormous amounts of paperwork and involves numerous participants across many different companies. These include lenders, mortgage specialists/brokers, credit bureaus, title companies, mortgage insurers and appraisal firms, to name just a few. The enterprise lending system facilitates collaboration among these parties, automating the processes necessary to originate, evaluate, approve, close and, ultimately, fund a loan.

Agility

In today's turbulent market, only one thing is certain – we don't know what changes tomorrow will bring. When lenders are deploying origination platforms, they often find themselves caught in a system where changes are controlled by either the vendor or information technology. In both cases, these resources are outside their control. Today's business requires changes on a regular basis. Further, if people within the business could make the changes, this would provide the business unprecedented agility.

Networked approach

By consolidating loan information across all channels and business units, complex processes become automated and people are able to collaborate in real time. What's more, there's less room for human error. ChannelMaster connects applications, rules, resources, partners and users to a single networked platform that's available on-demand, 24/7. A hosted solution, it delivers a unified, streamlined workflow – all without a large capital investment.

Software as a Service (SaaS)

Built on a flexible and open architecture, the ChannelMaster solution is easier to customize, upgrade and maintain. Since

CHANNELMASTER SUITE:

The product suite, ChannelMaster, is provided as a Software as a Service (SaaS) solution and is comprised of the following modules:

- 1. ChannelMaster/Advisor** – a networked, mass-customizable, consumer facing web presence for your sales force, enabling consumers with a secure portal to begin the loan process, and collaborating with their loan specialist.
- 2. ChannelMaster/POS** – a networked multi-channel, internal sales force facing, point of sale system for lending.
- 3. ChannelMaster/Production** – a networked, multi-channel, fulfillment system for lending (adjudication, processing, etc).
- 4. PriceMaster** – a networked, rules-based product catalog and pricing engine.

it integrates seamlessly with existing data, the network can be up and running fast. Further, SaaS enables lenders to define their own process, and solutions are tailored. Why use what your competitors are using with little ability to customize? ChannelMaster software delivers better interactivity, faster responsiveness, improved collaboration and the ability to receive data in an easy-to-use graphical format. ChannelMaster gives each user an interactive dashboard that's specific to their job function. Procedural components of each loan are simplified and shown sequentially, with tasks and status information that is easy to identify and understand.

Unparalleled experience and innovation

First Canadian Title was the first provider of title insurance in Canada. Dorado was the first provider to deliver a networked, on-demand lending automation system. Thanks to an experienced management team, First Canadian Title has forged strong relationships with both customers and partners.

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