

# Brand Mortgage Implements Del Mar DataTrac Lending System

*Georgia-based community bank mortgage lending unit prepares for long-term growth.*

SAN DIEGO, Calif., Oct. 28 (SEND2PRESS NEWSWIRE) – Brand Mortgage, the residential lending unit of metro Atlanta, Georgia-based community bank Brand Bank, has implemented a mortgage lending platform by [Del Mar DataTrac \(DMD\)](#), the leading provider of affordable loan automation solutions for mortgage lenders, banks and credit unions. Founded in Gwinnett County in 1905, Brand Bank launched Brand Mortgage in 2006 to meet home financing demand in its growing region, and today is a licensed lender in 17 states.

According to Brand Mortgage senior vice president for capital markets and secondary marketing Mack Mullins, its ability to survive infancy during the mortgage industry's darkest period is a testament to Brand Mortgage's commitment to mortgage lending and its firm market position. Mullins joined Brand Mortgage in early 2009 to develop its capital markets and oversee its secondary marketing group.

"Brand Mortgage expects to continue to steadily grow over the next five to ten years," said Mullins. "We selected DMD as our lending workflow platform because we are confident it will not only enable our growth strategies, but also will support the lending operation Brand Mortgage is destined to become."

"Brand Mortgage is a great example of the kind of mortgage lender that DMD has developed its solutions to support," said DMD president Rob Katz. "They are focused on liquidity and investor strategies that will ensure their ability to provide superior service to an expanding customer base – an ideal approach in the current and foreseeable environment."

Mullins used DMD's lending automation solutions previously at a high volume mortgage lender to fund \$5 – \$7 billion in loans annually. Brand Mortgage has implemented the DataTrac's front-office, back-office, and digital image solutions.

"Community lenders like Brand Mortgage want to maintain a fast, friendly hometown feel and maximize their profitability," said Mullins. "Doing both requires us to capture data on a 'real time' basis, which is supported by the DataTrac solution that has been implemented by Brand Mortgage."

## **About DMD:**

Founded in 1991, Del Mar DataTrac (DMD) is the leading provider of affordable loan automation solutions for mortgage lenders, banks, and credit unions, and serves 16 percent of the Top 25 U.S. mortgage lenders. DMD offers a scalable workflow platform that enables lending best practices by leveraging DataTrac as the back-office hub along with a sophisticated point-of-sale system, a web-based originator portal and commission engine, and a management dashboard

– all in a paperless environment.

The DataTrac Suite is designed by mortgage lenders for mortgage lenders who strive to deliver extraordinary customer service, increase production and profitability, reduce risk, and streamline overall efficiency.

For more information, visit [www.dmdinc.com](http://www.dmdinc.com).

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