

Del Mar DataTrac President Rob Katz Adds Technology Perspective to March 29 'Lykken On Lending' Hedging Segment

SAN DIEGO, Calif., March 22 (SEND2PRESS NEWSWIRE) – Rob Katz, president of Del Mar DataTrac®, Inc. (DMD), the leading provider of affordable mortgage lending automation solutions, and an industry pioneer in business intelligence, document imaging and management, and loan process workflow tools, will be a featured guest of the “Lykken on Lending” Internet radio program on Monday, March 29 at noon Central Time. For the second time this month, Katz will discuss the role that automated mortgage lending technology plays in supporting mortgage banker hedging strategies.

“Lykken on Lending” (www.blogtalkradio.com/search/lykken-on-lending) is a weekly 60-minute show hosted each Monday at noon Central Time by mortgage veteran David Lykken, along with special guest Alice Alvey of Mortgage-U.com and Joe Farr of MBSquoteline.com; plus special featured guests from time to time. Listeners can access Lykken’s program and listen via “streaming” over the Internet or telephone call-in at 1.646.716.4972. Either way, it is a free public service to the mortgage industry.

“Hedging is a useful strategy for mortgage bankers, but it introduces the possibility for losses,” Katz said. “To offset those risks, it is critical to have a system in place that will ensure data integrity. Business rules that ensure the ‘i’s are dotted and the ‘t’s are crossed, plus field level security that prohibits the wrong type of user from changing data based on the stage of the loan, help the folks in secondary make better decisions about their lock pipeline.”

“For folks that want to keep up with important mortgage industry topics like hedging, we’ve created a one-stop resource – the radio program ‘Lykken on Lending’ – where those in the mortgage industry listen to industry leaders discuss the hottest topics being written about in residential real estate finance,” said Mortgage Banking Solutions president and founder David Lykken. “More than ever before the mortgage lending industry is looking for a way to digest all the issues it faces, which is why we feature people with proven industry expertise like Rob Katz to share their operational know-how. It really adds value to the dialog.”

Katz spoke on the topic of hedging earlier in March at the Capital Markets Cooperative (CMC) 6th Annual Conference as part of a panel entitled “Mandatory Delivery: Optimizing Execution and Delivery, A Working Panel on Hedging and Its Advantages.” Co-panelists for the CMC topic included representatives from Access National Mortgage, First National Bank of Chester County and its American Home Bank Division, Platinum Home Mortgage Corporation and CMC senior executives.

Efficient loan fulfillment and speedy investor follow-up are key processes

for lenders seeking success in today's capital markets. The DataTrac Suite provides lenders an automated workflow environment and creates a single database of record, giving secondary executives the necessary tools to meet investor demands and achieve "zero-defect lending," according to Katz.

DataTrac's best-of-breed capabilities are further enhanced when coupled with its electronic document management system customized to create documents according to investor preference, making it the de facto workflow automation solution for the industry's most resourceful and successful small- to mid-sized lenders.

About Del Mar DataTrac:

Founded in 1991, Del Mar DataTrac (DMD) is the leading provider of affordable loan automation solutions for mortgage lenders, banks, and credit unions. 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.

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