Del Mar DataTrac Named Mortgage Technology 2010 Top 50 Service Provider Again

SAN DIEGO, Calif., Aug. 5 (SEND2PRESS NEWSWIRE) — Del Mar DataTrac, Inc. (DMD), the leading provider of affordable end-to-end mortgage lending automation solutions and an industry pioneer in business intelligence, document imaging and management, and loan process workflow tools, is among the 2010 Top 50 Service Providers listed by Source Media's Mortgage Technology magazine.

This is DMD's third consecutive listing in the publication's annual line-up of technology and services solutions providers to the mortgage lending industry. DMD's data-centric, workflow-driven solutions empower mortgage lenders, banks and credit unions to improve loan processes for greater accuracy, efficiency, transparency and profitability.

According to Mortgage Technology, its Top 50 Service Providers list was compiled according to four major criteria: "customer satisfaction, functionality, market share and viable revenue model." However, the publication states that "providers' demonstrating functional value to lenders is our most important criterion."

"It is crucial that the providers on our list have satisfied users and show the ability to hold them by keeping those customers apace of the technology deployed by competing lenders. This year, more so than in years prior, most of the companies that made it on the list are mainstays with a lot of mortgage experience. Make no mistake, every year new companies make their way into the mortgage space, but more and more lenders are looking for companies with longevity in mortgage," writes Mortgage Technology reporter Tony Garritano.

"DMD is pleased to be among its respected peers once again as a Top 50 Service Provider. It affirms our commitment to well-developed technology and superior customer service," said Rob Katz, president of Del Mar DataTrac. "This summer's release of the DataTrac 9.3 Product Suite reflects the compliance and regulatory-driven operating environment in which DMD's more than 300 lender clients do business, and our dedication as a company to helping them come out on top."

"Fortunately for DataTrac users, our platform has been developed with data management in mind since the 1990s," Katz explains. "Today, some of the most successful and innovative mid-sized lenders credit DataTrac products with the ease with which they are adapting to new regulations and investor demands. Our customers have always been our best advocates in the marketplace."

"Ultimately, being on the Mortgage Technology list speaks to a long lineage of thriving, reputable mortgage lenders that are very loyal to DataTrac, so

of course we couldn't be happier," said DMD vice president for client services Sue Sroka.

DMD estimates that their clients originate about $125 billion in annualized loan volume, which constitutes (conservatively, according to GSE feedback) about 14% of all U.S. residential lending.

About Del Mar DataTrac:
Founded in 1991, Del Mar DataTrac (DMD) is the leading provider of affordable end-to-end 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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