

Texas Community Bank, Arizona, Florida and New Jersey Mortgage Lenders Choose DMD DataTrac Originator Point-of-Sale Technology

SAN DIEGO, Calif., March 14 (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, paperless lending, and loan process workflow tools, has signed a community bank and three mortgage lenders for its DataTrac Originator (DTO) point-of-sale (POS) automation solution.

ViewPoint Mortgage a subsidiary of north Texas community bank ViewPoint Bank; American Financial Resources, a New Jersey based national lender; Homeowners Financial Group, an Arizona mortgage banker; and RP Funding, a Florida-based multistate direct lender, are now implementing the [DMD POS solution](#).

Introduced at the 2010 Mortgage Bankers Association Annual Conference, DataTrac Originator (DTO), completely re-architected DMD's popular InTrac POS to meet lenders' need for end-to-end loan process quality control management. With DTO, all loan and configuration data is stored in a SQL database rather than the legacy flat file architecture on which most other POS tools have been developed.

"Serious mortgage bankers are acutely aware that they need agile, secure point of sale management to ensure their loans meet investors' requirements and are transparently compliant with multi-jurisdictional regulations," said DMD president Rob Katz. "DataTrac Originator was built to serve as the de facto industry standard for a mortgage lending POS, so we are pleased that its functionality clearly appeals to a broad cross-section of the market as we intended."

"As a publicly traded bank holding company owned mortgage lender, ViewPoint Mortgage is focused on complying with new regulations and meeting investor demands for operational quality – both of which have shifted considerable quality control emphasis to loan origination point-of-sale," said ViewPoint Mortgage president Ed Bratton. "We selected DataTrac Originator after comprehensive due diligence because it enables an end-to-end loan level quality environment. We are confident DataTrac Originator will meet our needs in 2011 and into the future."

DataTrac Originator includes field-level security and extensive business rule capabilities that ensure a company's policies are strictly followed at application and throughout the entire loan life cycle.

"Mortgage banking promises to be a very different business in 2011, with one of the most significant operational transformations being the need to closely

control loan origination at point of sale,” said Homeowners Financial Group CFO Nitesh Patel “We are committed to growing and serving a broader community, so we needed a new POS to help us originate the highest possible quality loan files. We found that functionality in DataTrac Originator.”

Loan buybacks threaten to cost mortgage lenders billions in 2011. DMD DataTrac Originator was developed to help lenders overcome origination errors that affect salability or create cause for investor buybacks.

“RP Funding is all about keeping costs down for its borrowers, which means that our point of sale needs to facilitate a compliant loan file and no surprises at closing,” said RP Funding founder and president Bob Palmer. “DataTrac Originator has the features and functionality to keep us on track with our commitments to borrowers and investors”

“As a national lender, American Financial Resources needs to manage a complex multi-state compliance procedure that encompasses point-of-sale to closing,” said American Financial Resources IT director Jeff Sansone. “It was clear that DataTrac Originator gives us the tools we need to ensure the integrity of our loan processes and data from the very start.”

About Del Mar DataTrac (DMD):

Marking its 20th business anniversary in 2011 and with more than \$2 trillion in mortgage loans funded through DataTrac since its inception, 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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