

Mortgage Lending Technology Leader Del Mar DataTrac Names John Aslanian Vice President of Sales

SAN DIEGO, Calif., April 13 (SEND2PRESS NEWSWIRE) – Del Mar DataTrac® (DMD), the leading provider of **affordable mortgage lending automation** solutions, and an industry pioneer in business intelligence, paperless lending, and loan process workflow tools, has named John Aslanian vice president of sales. Aslanian has been DMD's director of sales since 2007.

Aslanian originally joined DMD as a sales professional in 2001, and has worked with community bank mortgage lenders and independent mortgage bankers to streamline their business operations and improve their loan quality by applying automated technology solutions. A seasoned technology sales expert, Aslanian has held several other sales positions, including working with a leading manufacturing ERP software provider, prior to joining DMD,

“John has an uncanny ability to identify and relate to mortgage lenders' challenges and vision,” said DMD president Rob Katz. “The DMD culture favors and rewards professionals like John, who really care about our clients, and strive to solve problems through creativity and integrity.

“Mortgage lenders are at a crossroads in 2011, and for those that make the right choices the future is full of opportunity,” said DMD vice president of sales John Aslanian. “Perhaps the single most important choice a mortgage lender can make today is to trade in their legacy 20th century technology for solutions developed to perform well in more robust environments and with greater controls.”

“Outdated technology is the elephant in the room for mortgage lenders of every shape and size,” Aslanian said. “My job is to help them imagine a world outside their comfort zone, and to show them how DMD's superior end-to-end suite of loan origination solutions (LOS) from point-of-sale (POS) through the back office, including electronic document management, can help them succeed.”

About Del Mar DataTrac:

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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