

Del Mar DataTrac Named Mortgage Technology 2011 Top 50 Service Provider Again, DataTrac Originator POS Cited

SAN DIEGO, Calif., July 28, 2011 (SEND2PRESS NEWSWIRE) – Del Mar DataTrac, Inc. (DMD), the leading provider of affordable [end-to-end mortgage lending automation solutions](#), and an industry pioneer in paperless lending and loan process workflow tools, is again among the 2011 Top 50 Service Providers listed by Source Media's Mortgage Technology magazine.

According to the July issue of Mortgage Technology, the 2011 Top 50 Service Providers list recognizes "the technology and services vendors that excel in four categories – continued advancement of technology and services, a viable revenue model and value proposition to customers, exceptional client service and a unique impact on the mortgage industry."

Its summary of DMD's qualifications to be included on the 2011 list reads as follows: "DMD debuted its overhauled point of sale software in October. DataTrac Originator (DTO) stores loan data in a unified SQL server database instead of a flat-file system. DMD offers lenders a full end-to-end origination platform with DTO and its back-end LOS DataTrac, which is also offered as a standalone LOS. DMD also provides technology and consulting services to take lenders paperless."

"DMD is pleased to be alongside its respected peers as a Mortgage Technology Top 50 Service Provider again in 2011," said Rob Katz, president of DMD. "We are delighted that the publication made specific note of the 2010 introduction of our completely re-architected point of sale tool DataTrac Originator – a product that enables compliance-centric lending by aligning front-end processes with secondary marketing and loan salability strategies."

"Being selected to appear on this list is especially meaningful this year, since DMD is marking its 20th anniversary as a provider to the mortgage industry," John Aslanian, vice president of sales for DMD explains. "As the residential real estate industry recalibrates to a new market environment, data integrity and workflow management are center stage – just where DMD has had them all along."

"We've always recognized and appreciated that our reputation depends on the success of our mortgage lending clients," said DMD vice president for client services Sue Sroka. "Providing lenders with the tools they need to succeed in their real-world operations remains the mission that drives DMD."

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 .

– RSS news feed for DMD:

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