

LendingQB Helps Mortgage Lenders Make Better Technology Decisions

PHOENIX, Ariz., April 23, 2012 (SEND2PRESS NEWSWIRE) – **LendingQB**, a provider of seamless mortgage lending technology, announced an innovative new service that helps lenders understand and measure the impact of technology on their business, which will be introduced at the MBA Technology Conference and Exposition in Phoenix, Arizona. Known as the Enterprise Process Assessment (EPA), it provides lenders with an extensive breakdown of their operations, workflows and technologies to determine a strategy to reduce cost per loan and optimize enterprise-wide performance. The assessment is provided to interested lenders without any commitment or fees.

The EPA is a holistic, in-depth analysis and discovery of a lender's unique business workflow that dissects every step of the loan life cycle from the moment an originator engages with a borrower to when the loan is sold on the secondary market. Once the assessment is complete, a detailed report is produced that contains metrics on how to reduce the cost to originate loans by optimizing workflows and operational performance. The EPA report gives lenders keen insight into their business in a way that allows them to understand the degree in which a technology and process improvement plan can impact their performance. Ultimately, the report serves as an invaluable roadmap for lenders to evaluate technology more effectively and develop business strategies by establishing measurable goals.

"If after conducting the EPA, a lender should happen to engage with us, then we're armed with the necessary information to configure and implement our platform to seamlessly connect their entire workflow," said Binh Dang, president of LendingQB. "The sole purpose of our technology is to optimize operations, reduce cost per loan and increase employee productivity. But if it is determined that LendingQB isn't a good fit for the lender, they can still utilize our EPA report internally for areas of improvement or even to evaluate another vendor. We're completely okay with that. Put simply, the EPA is about the lender, not us and our technology platform."

The Enterprise Process Assessment is important because it defines who LendingQB is as a company. "To us, we're not a technology company," added Dang. "Technology is only a means to an end. Our focus is on solving problems for lenders using technology and business intelligence methods. The EPA provides both us and the lender with a better understanding on how to solve their problems, and at the same time, how to improve our software in ways we didn't think of before. It's a mutual learning process that yields immense value for our team and the lender."

LendingQB will be holding discussions about its EPA offering and seamless lending platform in its suite at the MBA's Technology Conference and Exposition at the Biltmore Hotel in Phoenix, Arizona.

About LendingQB:

LendingQB is a Costa Mesa, California-based company that specializes in loan origination technology solutions and services for the mortgage industry. The LendingQB LOS is a [100 percent Web-based, true end-to-end enterprise-class loan origination platform](#). The solution is designed to meet the needs of all types of mortgage lenders-large or small, wholesale or retail, correspondent or Internet-based-with specialized tools that are targeted, customizable and flexible.

LendingQB uses a consultative technology assessment approach before engaging with new clients, and places a strong emphasis on the utilization of data analytics to assist lenders in leveraging business intelligence, resulting in optimized organizational performance and lowered cost per loan. For more information about LendingQB, please call 888-285-3912 or visit <http://www.lendingqb.com> .

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