

# United Wholesale Mortgage Announces a Program that Provides Free Mortgage Leads back to their Brokers

TROY, Mich., July 25, 2013 (SEND2PRESS NEWSWIRE) – United Wholesale Mortgage (UWM) announced that it has made available a free service designed to generate more business for its brokers. The service, dubbed UWM Connect, monitors borrower credit pulls for activity to funnel potential leads back to brokers that have previously completed deals with them.

“Simply put, we designed UWM Connect to reunite borrowers back with originators that have done deals with them before through UWM in an effort of good faith to give back more business to our brokers,” said [Mat Ishbia](#), president of UWM.

“Some lenders will take leads for themselves when a potential repeat borrower is in the market, axing the broker that originally worked the deal. That is not how UWM conducts business. We have created UWM Connect to further demonstrate that we’re a true partner to our brokers, and we always have their best interest and success in mind.”

## Quick Overview of UWM Connect:

- Monitors past clients for any mortgage credit pulls performed;
- UWM account executives alert their brokers of the credit pulls so they can proactively contact the borrower to rekindle relationships;
- UWM also provides the broker’s contact information to the borrower and redirects them directly back to the broker;
- UWM Connect is provided free to brokers that are signed up with UWM.



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Ishbia added: “UWM operates with ethics of the highest standard, the best quality, second-to-none service and an intensely-focused commitment to our broker community. We continue to launch innovative tools, free services, creative products and various types of assistance to our brokers with the objective of making their jobs easier and them more successful. UWM Connect is another offering that exemplifies our extreme support and partnership with brokers.”

Brokers can learn more about UWM Connect by contacting the company at 800-981-8898 or their account executive.

**About United Wholesale Mortgage:**

Headquartered in Troy, Michigan, [United Wholesale Mortgage](#) underwrites and provides closing documentation for residential mortgage loans originated by mortgage brokers, banks, credit unions and correspondents.

UWM provides unparalleled service with its deep understanding of the mortgage process using its talented team of account executives, underwriters, closers and funders, who have years of experience with intricate knowledge in wholesale. UWM's positive teamwork and dedication to exceptional client service has resulted in continued success and growth that has spawned expansion

For more information, visit <http://www.uwm.com/> or call 800-981-8898.

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