

# United Wholesale Mortgage Enhances its Exclusive Broker Tools

TROY, Mich., Sept. 30, 2014 (SEND2PRESS NEWSWIRE) – [United Wholesale Mortgage \(UWM\)](#), one of the nation's largest and fastest growing wholesale mortgage lenders, announced that it has created a new Marketing Center and also completely reskinned its mobile app, UMobile.

UWM's Marketing Center is a completely free benefit for its partners that allows brokers and correspondents to easily create customized, professionally developed marketing flyers for borrowers, real estate agents, and title companies. Enhancements include integration with UWM's broker portal EASE, social media marketing, email marketing, high resolution files, profile saves for personalized branding and more.

"During a period when communication is key, UWM has created one of the most effective tools available with the UWM Marketing Center," says Eric McKinley, president, Home Place Mortgage. "It enables us to provide professional marketing material to promote the real estate agents, the products, and our loan officers. It's a huge hit with the real estate agents."

UMobile, which was launched in February of this year, is UWM's broker mobile app for Apple and Android handheld devices. As a pre-planned phase two rollout, the look and feel of the app's graphical user interface (GUI) was changed for aesthetics, ease of navigation, and to create a captivating user experience.

"We're constantly innovating and striving to provide the best service, tools and programs to our brokers and correspondents to make them the most successful originators in wholesale lending," stated Justin Glass, UWM's chief digital officer. "One of the six pillars of our corporate constitution is 'Continuous Improvement is Essential to our Long-Term Success.' The enhancements to our Marketing Center and UMobile demonstrates our commitment to our partners and our company tagline Lending Made Easy."

UWM was recently named a finalist by Mortgage Technology magazine in the Online Originator Award category, which in part is the result of the company's Marketing Center, UMobile app and other tools that help brokers originate and close more loans. The winner will be announced at the MBA Annual Conference and Exposition in Las Vegas, Nevada on October 19, 2014

## **About United Wholesale Mortgage:**

Headquartered in Troy, Michigan, United Wholesale Mortgage (UWM) 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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