

United Wholesale Mortgage Unveils the Account Success Report (ASR), a Performance Reporting Tool for Brokers

BIRMINGHAM, Mich., Jan. 10, 2013 (SEND2PRESS NEWSWIRE) – [United Wholesale Mortgage \(UWM\)](#), a top ten national wholesale mortgage lender, announced that it designed and launched a unique dashboard-level reporting system for brokers. Dubbed Account Success Report (ASR), the proprietary system tracks and analyzes brokers' loan quality, efficiency and production. A monthly report is produced containing key information that gives brokers visibility into their performance and how they can improve their status with UWM.

ASR's functionality resides within UWM's broker portal, EASE (Easiest Application System Ever), where it can be accessed 24/7 by brokers and is updated with new statistics on the first of each month. ASR's dashboard offers an easy-to-view snapshot of key performance indicators (KPIs) such as submission to close percentage, volume closed in dollars, approved loan percentage, average touches by underwriters, FICO score average, LTV average and more. Brokers are scored and assigned status beginning with Diamond being the top level followed by Platinum, Gold, Silver and Bronze. Each status accompanies different benefits to doing business with UWM.

"The idea behind the launch of ASR is simple: we want to provide our customer base with detailed information on their success with UWM and the type of business they are sending," said [Mat Ishbia](#), president of UWM. "We are providing transparency into how UWM measures each account, enabling them to work on improving these metrics. Our ASR is more focused on their loan quality and efficiency with UWM, rather than production or other aspects."

Company officials say that ultimately brokers benefit from the transparency ASR offers because it aids in making doing business with UWM as easy as possible. UWM's companywide mantra is "Lending Made Easy" and ASR further adds to its value proposition to brokers by delivering second-to-none service and support.

Any account owner that is approved with UWM can take advantage of the functionality simply by logging into their broker portal, EASE, and viewing the dashboard. To learn more about the ASR, brokers can contact the company at (800) 981-8898 or via email at signup@uwm.com.

About United Wholesale Mortgage:

Headquartered in Birmingham, 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 customer 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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