

THE ORIGINATORS PLAYBOOK:

A ROADMAP TO SCALING A 9-FIGURE ORIGINATION BUSINESS



LENDINGWISE
BROKER BETTER. LEND SMARTER.

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About The Author

Chris Fuelling started his career as a wholesale Account Executive. By closely working with originators of all sizes, he saw first-hand the inefficiencies of the overall loan origination process and to end. As a result, Chris was inspired to create LendingWise with the goal of becoming the industry standard platform used by lenders and brokers. Designed as a CRM, LOS, Pricing Engine, Marketplace & Servicing, LendingWise is the ultimate lending tech stack!



Since 2017, Chris & his team have helped 500+ Lenders & Originators set up high-powered digital lending platforms to run their businesses.

Over the last few years, Chris fine-tuned the system to where it is now turnkey & perfectly customizable via a white glove onboarding experience and a pre-configured Master Business Blueprint.

"The commercial & private lending space is not standardized, and doesn't have very many software solutions to choose from, that's why we created LendingWise." - Chris Fuelling

By creating strong partnerships with all its clients, LendingWise can continually improve the platform & add features that increase productivity, lower the cost to close a loan & speed up closing times.

The core principles behind the LendingWise platform is to provide turnkey lending products, creating a perfect blend of automation & supporting collaboration with internal team & external partners.

Now his professional mission is to help more lenders & originators scale their business and enjoy a stress-free work culture while providing superior service to clients.

Founder & CEO LendingWise



HOUSEMAX
FUNDING

INSULA
CAPITAL GROUP



Who's this playbook for?

The following roadmap is written for any broker or lender that wants to **seriously grow and scale their business sustainably and consistently.**

The strategies in this playbook can easily be translated into more loan volume & repeat business which means more revenue and even more freedom, all with less time, effort, and stress. If you're already at this point, then congratulations, you can stop reading.

The following plan will massively improve any organization that is seeking growth, from single originators to large lenders. At its heart, I'll show you the exact systems, processes, and best practices that only the top brokers and lenders employ day in and day out to generate millions of dollars in commissions and fees every year.

There's an old saying, the first through the wall of innovation are bloodied up the most (or something like that). The walls have been torn down, and the path has been paved. With the advice and tools presented here, all you need to do is walk on through to the other side.

At LendingWise, we work closely with a very large and diverse broker and lender community and, as a result, are constantly helping improve systems to increase efficiency and revenue. Over the years, we've learned a thing or two, and we hope you can benefit from the knowledge we've assembled in this playbook.

I'd also like to invite you to learn more about [LendingWise](#) with a private one-on-one meeting to help you implement the core principles we cover in the following playbook. We even created a special [Master Blueprint](#) to help current & prospective LendingWise clients adopt the principles of this playbook.

[Book a 1 on 1 Meeting](#)

[Start a Self-Guided Product Tour](#)

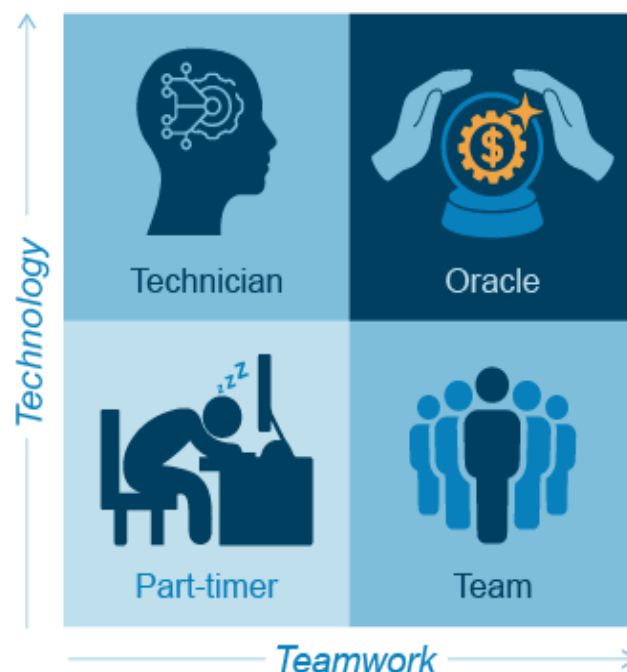
When Originators Try To Scale but Ultimately Fail

The goal of every business owner is to be constantly learning and evolving in all areas. So often, we get to a comfortable level masked as success and inadvertently expose ourselves to unintended risk. In our business, that risk comes in many forms but let's take a page out of the 2008 crisis or the looming housing crisis we find ourselves in 2022-23. For many, being a mortgage originator couldn't be easier. The orders were flying in left and right, the capital was flowing, rates were very low, LTVs & underwriting were loose.

When the music stops, there are always few seats left for the delusional masses of originators who think the party will never end. Why does this happen? Without getting into too much detail, let's just say these interlopers lack (among many things) a long-term business plan, a variety of loan products, reliable capital partners, and the tools needed to succeed, evolve & adapt to various market conditions.

Since 2017, we've talked to all sorts of folks who represent a wide spectrum of brokers & lenders of various sizes. After many interactions, my team and I have seen some interesting personas emerge that are highly successful. Let's take a look in more detail and see where you fit.

We've represented these personas in what we call the **Growth Matrix** you see below:



Your approach to growing and scaling is determined by two factors: the extent to which you leverage **TECHNOLOGY** and **TEAMWORK** in your practice.

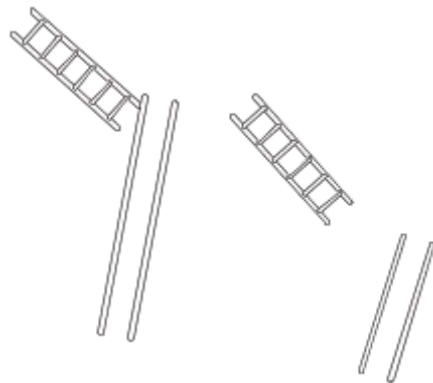
TECHNOLOGY refers to the degree to which Originators integrate **tools, systems and processes** into their business to automate and streamline operations.

TEAMWORK refers to the extent to which Originators leverage people to produce greater output.

Now, let's look deeper into the four personas found in the lending industry:

The Part-Timer


The **Part-Timer** (typically a single broker) is low on **Technology** and low on **Teamwork**. Their business resembles more of a “pastime” or hobby, than a serious career path. They are the first to fail when the market conditions change. In short, their business is NOT sustainable.



The Part-Timer tends to take one step forward and one step back, never getting traction in their practice.

If you are part of this persona but are serious about the business and want to step up to the next level, I suggest you dive deep into this playbook & book some time with us afterward. We can help!

The typical **Part-Timer** is typically an independent sole operator/broker who does everything manually and worse, hands off key responsibilities to the lender. Their borrowers likely end up working directly with the lender for future loans. They are known to throw deals at the wall and pray they stick. When deals fail, they never really know what happened or know what to improve on.



The Part-Timer is so caught up living and dying by every loan they never have time to create systems, invest in tech, people & relationships. While some have no clue what they need, others are just too “frugal” and see investing in their business as an expense and therefore will never grow and sadly never really succeed. If this is you, building a sound system does not have to be expensive!

As a lender, you probably don't like working with Part-Timers. They are disorganized and rarely submit properly stacked files, don't read guidelines and their deals usually fall apart before they get out of processing. We have a systematic way to hold them accountable and help them step up their game!

Regardless, if more money and freedom are your goal, the **Part-Timer** model is a dead end, and huge success is never the outcome. Let's explore the other personas.

The Originator-Team

Now enter the **Originator-Team**. This is when an originator is high on **Teamwork**, but low on **Technology**. This can be described as the age-old model that has been practiced since the mortgage was invented. Very manual and anti-scaling! Every bottleneck requires more people & more overhead.

The **Originator-Team** leverages people to assist with a variety of the loan process such as processors, underwriters, closers, coordinators & managers. This generally frees up Originators to focus on sales, loan structuring or shopping loans to lenders if you're a broker.


That said, in the real world, **Originator-Teams** inevitably run into obstacles that hinder growth and scaling. Let's dig a bit deeper.

Without tight systems for loan intake, processes, workflows, and real-time visibility into loan status, communication among the team will eat up valuable operational time and hinder the borrower's experience. Most lack clearly defined business processes, or SOP's (standard operating procedures) and will require people with many years of experience to be productive.

Next, maybe you're good at assembling a strong team and managing people; however it's trial and error, and the sudden loss of a key player or bad hire can cripple growth and scaling.

In short, the **Originator-Team** tend to fall victim to the age-old dilemma of working **IN** their business instead of **ON** it. If this is you don't worry because there are tools available right now to right the ship overnight!

Imagine a dummy proof system that can intertwine the combined knowledge of your entire team and all your investor/lender loan guidelines...



Providing detailed guidance via workflow steps, required docs, relevant loan data, loan guideline warnings & more... all of which are conditional to the loan program, investor, transaction type, property type, etc... Sound too good to be true? Don't worry, we have the solution you've been dreaming of.

The Technician

I have to say I am a big fan of this group. These folks tend to be heavy into **Technology** (right up my alley), but short on **Teamwork**. We call them a **Technician**.

The Technician is great with systems & automation but struggles to grow relationships with a team, borrowers, partners and/or lenders.


Like every group we've showcased so far, there are a few growth challenges to point out. If this is you let me know what resonates here.

Is the entire business only “you” and maybe 1 partner? Despite making the business way more efficient with cool tech, there are only so many hours in the day to manage all the systems from every department. Eventually, you need to close loans and work closely with your clients and partners, which requires a human touch from you. The Technician is subject to burnout more often than the other groups because they are immersed in heavy tech & trying to acquire a high volume of loans.

Having elements of a Technician is **absolutely** a requirement today. However, what happens when you combine the right amount of teamwork with technology? It's simple, you make more money, and you have more time and freedom.

The Oracle

Originators who drive growth through both **Technology** and **Teamwork** are known as **Oracles**. Why? Because they have a unique ability not only to see the future and prepare for it but live in the present using the best resources available today (which incidentally they saw coming years before anyone else). They remain curious and are constantly looking for more improved ways of doing things. In reality, they can't tell the future, but to a Part-Timer or inefficient Originator-Team or even a burnt-out Technician, it might very well appear that way. It's no secret these folks are the top earners and have the most freedom. They can scale continually without hesitation or bottlenecks.



Let's recap the personas....

As we analyzed earlier, the **Technician** uses Technology rather than Teamwork to drive efficiencies. This is an improvement, but there are clearly limits. Technicians operate alone and when they fail the business fails.

Similarly, the **Originator-Team** persona (Teamwork without Technology) doesn't ensure much better odds of success. If the team fails then you fail.

The Oracle emerged from the ashes of the failed models above.

The Oracle leverages both Teamwork and Technology that together, create massive efficiency in all areas of the business while ensuring failure in any one area will not hinder growth or scaling.

The Oracle strategically uses technology to streamline and automate processes internally and externally to ensure a consistent borrower experience & internal process. Nothing falls through the cracks. In addition, they fill key positions to shore up operations and free up valuable time.

The result of this approach will allow you to plug in people with little to no ramp-up period, focus on important client-facing meetings, structuring or placing loans, grow an investor or lender network, and scale the business.

So exactly what happens when you combine the right amount of people with technology? Well, right off the top you realize two important changes organization-wide:

1. The top performers in the company become superstars and...
2. The less experienced or struggling performers grow up and operate like true pros!

That said, the latter will be the most impactful in your business. By raising the level of performance across the whole organization and setting a winning environment for the new hires and current team members, everyone wins! Oracles make millions because the organization as a whole is supercharged with all the tools and knowledge they need to succeed.

So, Which Type Of Originator Are You?

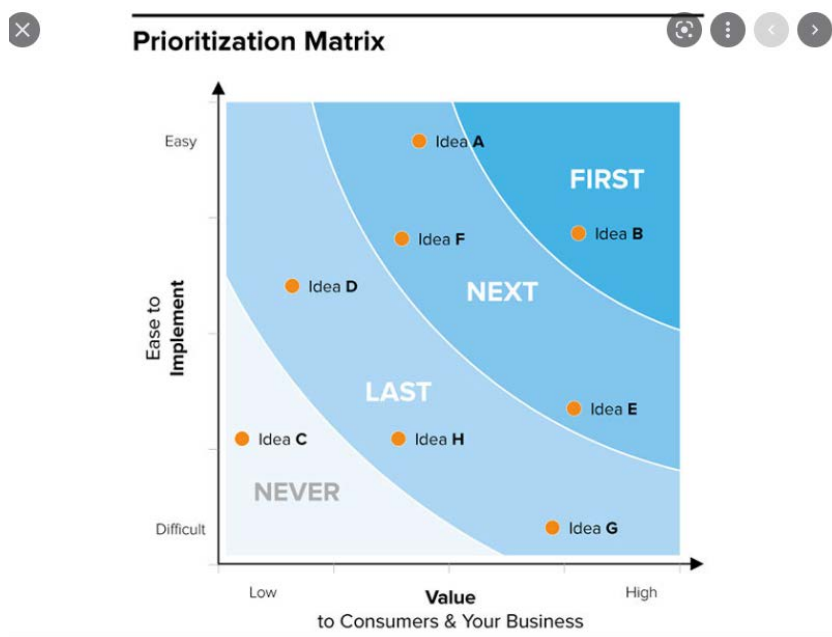
Now that we've defined some basic principles, you should be able to apply this to yourself and your business. So, which persona defined above best fits you?

Are you a Part-Timer, Originator-Team, Technician or an Oracle? Let's assume you want to transition to an Oracle or take an existing Oracle model and make it even better. Time to get into the details you can apply this week to operate like a 9-figure business.

The Originators Prioritization Matrix

Building a business of any kind can be confusing and complex. Sometimes it feels like there is too much information shooting at you like a firehose of advice, ideas, and strategies that all seem great but hard to implement in daily practice.

You have so many ideas that continue to pile up and never see implementation. Depending on your persona, there are several reasons for this but let's use tactics to minimize the death of good ideas and put them into practice more often.



We agree that many of the best ideas often never get implemented. They disappear into a bottomless trench, where good ideas go to die.

Here's a simple method to help you prioritize your flashes of brilliance.

The *Originators Prioritization Matrix* can be implemented today, and there are several applications to help you manage each one. You can start by using a mind mapping tool like mindomo.com and a project management tool like Trello (trello.com) to organize all your ideas and projects while assigning meaningful steps and completion dates.

With a clear objective, project management platform, and documented blueprint (more n that one later) you'll be on your way to creating a repeatable, scalable business model thats virtually prints money. Now, let's take a look at client acquisition and lead generation.

Attract More Prospective Borrowers

Getting Your Brand Right!

Branding is important because not only is it what makes a memorable impression on prospective investors, borrowers, brokers & partners, but it allows your clientele to know what to expect from your company. It is a way of distinguishing yourself from competitors and clarifying what it is you offer that makes you better.

Your brand & level of service will create customers who continue to come back. With good branding, you can give your brand a more human side, which your customers can relate to more than a company that's strictly all business.

Your brand's story is important because **it offers the opportunity to personalize the brand and form a deeper connection with your customers**. Developing a successful brand storytelling strategy can help your audience learn more about your origin story, your purpose, why you get up & do what you do, why they should care, and of course your loan products. If you do this right, it can form an emotional connection with your customers that drives longer & deeper relationships.

Completing this exercise requires you to create a nice logo, ideally with an icon, & a tagline. The colors chosen here will be consistent throughout your website, marketing material & advertising. A Branding Guide will be developed to ensure proper usage of all messaging, colors, fonts, etc... This is essential when working with freelancers or designers that will be designing an ad, fliers, brochures, business cards, landing page, or anything else.

We recommend a service called Penji that does unlimited design work for a flat monthly fee starting at around \$250. Or Fiverr of course.

Top reasons & benefits behind building a brand:

1. It gives you a million-dollar, professional look.
2. Build trust & credibility
3. You'll stand out from the crowd
4. Consistency & Recognition
5. Attract top-tier talent
6. Lower price sensitivity
7. Positive word-of-mouth marketing

What's Your Value Proposition?

So what do you say when a prospective borrower asks you “why should I work with you?” You might know inside you are the best option and experience aside, how do you stand out from all the other experienced originators? If you're a broker, how do you compete with a bank or direct lender? Are you a hybrid? Wow! Best of both worlds.

You NEED to have your value prop clearly defined now!

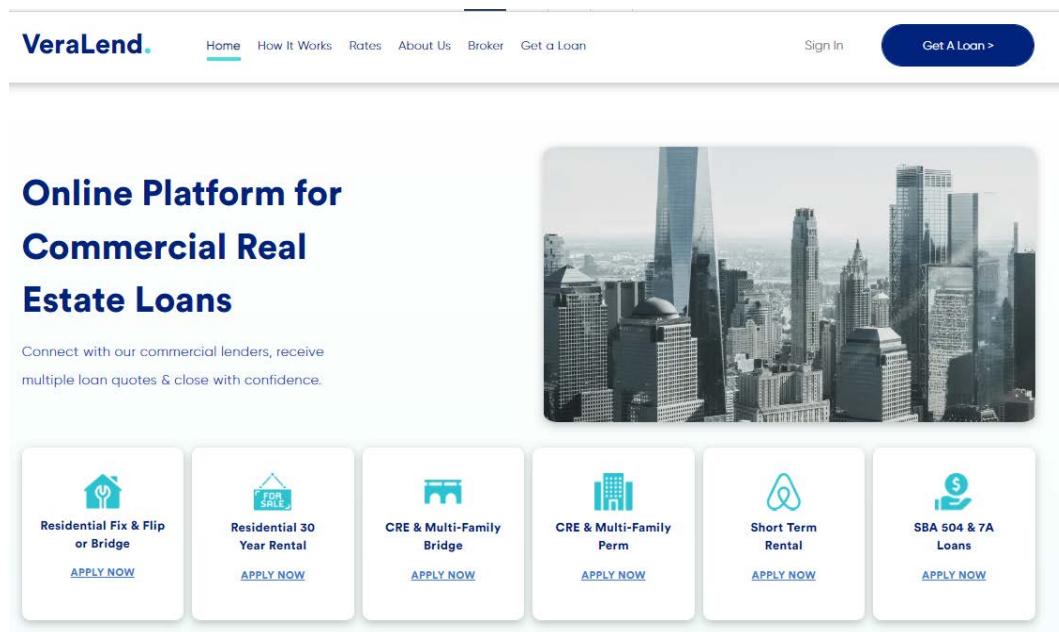
Below are the basics to consider while outlining your value prop.

- Your company's value proposition tells a customer the number one reason why your product and service are best suited for them.
- Your value proposition should be communicated to borrowers directly, either via the company's website or other marketing or advertising materials.
- Value propositions can follow different formats as long as they are "on brand," unique, and specific to the company in question.
- A successful value proposition should be persuasive and help turn a prospect into a paying customer.
- Why am I different from others? Do I specialize in a particular area? Are you the go-to guy for hotels or office buildings? Maybe you're a business funding pro and have a proven track record of making the dream of business ownership a reality. Get granular and demonstrate it's not all about making money but rather you care!

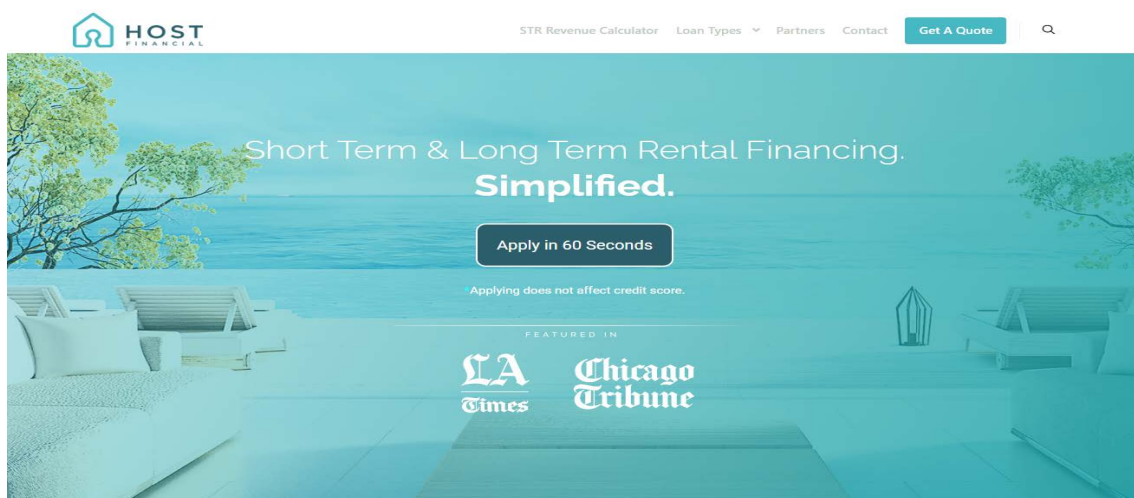
Websites vs. Landing Pages

At LendingWise, we offer [turnkey website](#) templates that support broker, lender & hybrid business models and are loaded with loan products ready to go. Your parent website should have wide coverage of all the products you are prepared to offer & support, with a smart, universal intake form that lets borrowers & brokers submit loan information & required docs dynamically based on the loan program, transaction type, property type, etc... Now that's smart!


Here is one example of a website template we offer:



When you want to offer a specialized niche to your target customers, you can create landing pages or dedicated web pages that has targeted traffic. An example target market is Short Term Rental Financing/AIRBNB Loans



[About Us](#)



This type of investment strategy is very popular at the moment, but it still trails most other conventional and commercial loan products. Investors are flocking to buy up properties in hot spots across America, but competition and complexities with bank products steer investors to look for alternative financing options. In addition, they may not be aware of local or state guidelines regarding short-term rentals. There are some cities that limit or require licensing to operate an Airbnb property. **They need an expert, and your landing page will showcase you as an expert.**

Pro Tip:

When 9-figure originators decide to expand into other niche markets, they create additional sites that specialize in the exact product they hold themselves out as an expert on. It's easy to do, and in fact, we went as far as building website templates for our clients that can be customized however they like. Check out our templates here: [WEBSITES!](#)

According to Bloomberg: Last year's investment-property loans without taxpayer backing totaled \$9.9 billion, an eightfold increase since 2018, according to industry publication Inside Mortgage Finance's analysis of mortgage bond offerings. The vast majority qualified because of rental income! The market is there with this and many other products and verticals. Specialize!

With the right strategy in place, the market clearly defined, and systems to intake loan requests, you could easily set your sights on penetrating the market which might add anywhere from 100 to 250K of fee income to your bottom line. That's one loan product line and if you're just a little better than your competition, you might 5X that number.

Lead Generation Strategies

While there are many lead gen strategies & channels you can adopt, the ones that yield the most consistent results are Google Ads, Facebook Ads, LinkedIn and SEO. These strategies require an investment, but the potential ROI is well worth it! This typically requires a min ad budget of \$1500/mo per channel and an ad manager fee of \$750/mo. Again, INVEST in your business but invest wisely. Make sure you do your homework on consultants and agencies that might be implementing the above strategies. We know a few agencies that specialize in this space.

We highly recommend implementing retargeting via Adroll. When anyone hits your website or landing pages, they will be followed all around the internet, displaying your ads. When someone hits your Airbnb landing page, they will see your Airbnb ad on cnn.com WOW! Now that's a powerful way of staying top of mind.

Alternatively, you can buy turn-key, in-market leads from CIX.com. They are the industry leader in providing real estate investor leads. LendingWise has a partnership with them, which offers you free leads for getting started with us. They can fully integrate into our system, so leads flow into your pipeline & activate any automated follow-up sequence.

Once you have a system in place & can handle the volume, it's time to create a local REI meet-up group. That's the ultimate way to grow your business with a live, human viral effect. [Learn more here](#)

Generating leads is half the battle. You must ensure you get the maximum ROI on your lead gen strategy, so ensure a proper process is in place when leads come in. Leads will come in through loan application web forms, or phone and that information needs to be stored in your CRM. The data needs to be "scrubbed" to weed out the junk and focus on real opportunities. Building the proper technology stack within your organization ensures your valuable data and money is not wasted.

For example, at Lendingwise, we created a turn-key lending tech stack that follows the [journey of a lead to a closed loan](#) and beyond. While it's rare for software providers to have everything in one solution, make sure you understand what you will need to have in place before you spend valuable dollars on advertising and marketing. In our experience, originators will see the leads start flowing in, and those opportunities will be lost because of poor systems and a lack of defined workflow processes.

So how do we convert more leads into closed loans? Let's break it down!

Converting More Leads into Deals

Now that you've created a consistent flow of new leads every day, now you can start converting them into new clients and closed loans!

Well, easy to say and hard to do unless you have formal sales training or are somewhat of a natural at persuading people to do what you want. A lot of you are probably winging it and doing ok enough not to notice. That said, you're probably losing deals you might otherwise have closed. Without sound systems, best practices, and pipeline visibility day in and day out, how do you really know?

What we are going to cover in the next few pages will lay out the exact steps and tools you can use to implement a true process-driven approach that is organized, automated, and transparent.

A Consultant & Sales Mindset

There are many best practices to follow in sales, regardless of the product or service. A simple method to follow is called SEA:

S- Sincerty- Listen without an agenda; it's not about your needs

E- Ethics - Don't try to talk someone into something; listen to what they want.


A- Asking- Serve others by asking questions that will assist them in making a wise buying decision.

The 6-Step Sales Process

1. **Always Add Value**- It is best to give, give, take or jab, jab, punch.

Providing value can come in the form of sharing a resource to find off-market deals, sharing a winning strategy from a previous client, and sharing insights on the economic outlook in their area or new areas. All of these things provide value and make you look like an experienced expert.

2. **Focus on preventing, not handling, objections**- You won't be doing your client any favors by leaving out important terms or issues that need addressing. The more you address upfront and ideally, in writing, the better customer service &




trust gets developed. For example, so many times the required reserves are ignored and become a problem in underwriting. Discussing pre-pay options is best done up front, not before closing. Getting the lockbox & point of contact to access the property is helpful up front, not the day the appraiser arrives and calls the lender. All these examples and more are provided on the built-in E-signable Term Sheet & loan application inside LendingWise.

3. People Won't Buy What They Don't Understand- Great rates & service are essential, but if you have a unique product offering that has some unique loan terms make sure you provide detailed clarity. Make sure you use terminology they understand, like dutch vs non-dutch may not always be understood, hence use them with caution.

4. Focus On Speed- Every step in the loan journey should be simple & painless. Starting with the loan request, submission of required docs, seeing loan status & additional conditions, scheduling closing, etc... Quick responses and short approval times will get the borrower's respect every time. LendingWise created a proprietary loan intake process that uses a quick application that integrates with the full application & uses conditional logic that always asks the right questions & required docs based on the loan program, property type, State, etc... LendingWise also delivers updates and a real-time needs list pro-actively using automation, which improves the borrower experience.

5. Positivity Sells- Now more than ever, staying positive with a gloomy economic outlook is important. Put your optimistic hat on every day, and your clients, peers, & yourself will thank you.

6. Always Give Action Items- Always end each meeting, phone call or e-mail with a set of action items or next steps to complete with the responsible party. Whether you provide a checklist, email summary or link to a borrower/loan portal a



potential borrower should always know the path they need to take to most efficiently close a loan with you. If an item falls on your side, ensure you have a task created to complete and follow up with related parties.

Combining the best practices above with the right sales process can be challenging for some folks. Without a process-driven sales tool kit and mindset, you'll directly & indirectly lose untold thousands in business per month.

Let's walk through the entire process in stages, end to end. Every loan should follow a linear set of steps from application, pre-approval, processing, underwriting, and clear to close, closing, post-closing, and servicing.

With the right systemized processes, you'll easily handle the straightforward, linear path and some not-so vanilla scenarios by using some "if this, then that" logic.

Deep Dive into the Loan Origination Cycle

Let's look at a series of stages to help guide your sales process and loan journey, while greatly improving your borrower experience.

Loan Intake (Take [Live Tour: Loan Intake & Origination](#))

1. **Quick & Full Application Webforms aka Point of Sale (POS)** - This is the point of engagement for you and the borrower. It could be an application or simply a lead. In either case, information automatically comes into an early loan stage like "Application Started". A web form is filled out and submitted through your website, personal loan officer/broker link, on social media forms or other platforms where potential borrowers interact with your company. Documents can also be requested in this quick application stage and should easily be uploaded by the prospect.

The information requested on a loan application should include just enough info to determine eligibility & offer pricing terms. We call that a quick app.. If the deal makes sense & pricing is acceptable, then it's time to send off the E-signable term sheet.

Tech Tip: Make your online quick & full loan application smart by asking the right questions & required docs conditional to the loan program, property type, State, etc...Everybody wins; borrowers get everything needed every time, at the right time, & you can analyze the deal faster & easier.

Here is an Example [Quick App](#) & [Full App](#)

The screenshot displays a loan application webform with the following sections and fields:

- Program Selection:** "What kind of program are you looking for?" with a dropdown menu showing "Fix and Flip".
- Borrower Info:**
 - First Name (text input)
 - Last Name (text input)
 - Borrower Email (text input)
 - Cell Phone (text input with format () - - - -)
 - Cell Carrier (dropdown menu, currently showing "- Select -")
 - Preferred Communication (dropdown menu, currently showing "- Select -")
 - Is there a Co-borrower? (toggle switch, currently off)
- Personal Info:**
 - Credit Score Range (dropdown menu, currently showing "- Select -")
- Borrowing Business Entity:**
 - General Business Info:**
 - Entity Name (text input with a red 'X' icon)
 - Entity Type (dropdown menu, currently showing "- Select -")
 - State Of Formation (dropdown menu, currently showing "- Select -")
- Borrower Experience:**
 - Does borrower have Fix & Flip or Buy & Hold experience? (radio buttons for Yes and No, currently both are unselected)

2. Loan Assessment Process - To grow and scale while processing many applications daily, you need to quickly and efficiently scrub your loans. When an application comes into the system, you want to know quickly (or instantly) if this is worth your time. On a very basic level, your system should be able to determine a fit based on loan guidelines and other criteria. Other tools can be integrated to quickly validate the borrower's information on the application (even for brokers). Loans that make it past this stage should have a high probability of closing. Here are some ways to quickly determine eligibility:

- a. Enable certain form fields on the quick application to gather the right info like:
 - i. Where are you in the process? Looking for a property, under contract, I own the property, etc..
 - ii. How much are you putting down?
 - iii. Experience & track record of past deals
 - iv. Liquid reserves, assets and/or net worth
- b. Loan Guidelines can alert users that the loan is not in an acceptable threshold for LTV, ARV, LTC or min/max loan amounts. Additionally, the loan guidelines control the drop-down options for property type, State, loan terms, etc... Reducing the submission of scenarios that do NOT fit your criteria.
- c. Soft Credit pulling allows you to quickly see the borrower's credit score without affecting their score. Hard pulls will reduce a borrower's score by several points. By the way, LendingWise offers unlimited soft pulls for free, and Tri-merge credit pulls from various [CRA vendors](#).

3. Determine Pricing & Eligibility (as a broker, correspondent or hybrid) -

Using tools like our pricing engine and/or marketplace will provide real-time results on the eligibility of a loan and estimated rate & points.

Pricing Engine- ([Live Tour of Pricing Engine](#))

Our pricing engine comes with dozens of lenders, covering 4 distinct products for bridge, fix & flip, DSCR/Rental & Construction. More lenders are coming online monthly, and more products will be coming soon as well. It can be custom-tailored to your preferred investors & lenders and made available to any users within your system, including brokers or borrowers. Quickly turning around pricing and eligibility is critical as borrowers have little time to waste acquiring their next deal.

LOAD SCENARIOS

SAVE SCENARIO

Desired Loan Product

Fix & Flip (Rehab)

Loan Purpose

Purchase

Property Info

Property Type

Single Family Home

Occupancy Type

Investment/Non-Owner Occupied

State

Florida (FL)

Borrower Info

Borrower Type

Business Entity (LLC, LP, Corporat...

Borrower Credit Score

600

Filter products by text

Clear Column Filters

5 Approved

28 Rejected






33

STATUS	NEXT REQUIRE...	PRODUCT NAME	INVESTOR N...		R...	L...	
✓ Appr...		Fix & Flip* Loan - 1 year	Civic Financial S...	102.000	8.490%	30 days	🏠
✓ Appr...		Fix & Flip* Loan - 2 year	Civic Financial S...	102.000	8.490%	30 days	🏠
✓ Appr...		Fix & Flip* - ARV Pro Loan - 1 year	Velocity Mortga...	102.000	9.000%	30 days	🏠
✓ Appr...		Fix & Flip* Loan 6-18 months	Center Street Le...	102.000	9.240%	30 days	🏠
✓ Appr...		Fix & Flip* Standard (Non-CA)	Kiavi	102.000	9.500%	30 days	🏠
🚫 Rejec...		Rental Loan* - 7/1 ARM	Temple View Ca...				
🚫 Rejec...		Rental Loan* - 10/1 ARM	Temple View Ca...				
🚫 Rejec...		Rental Loan* 5/1 ARM	Temple View Ca...				

Lender Marketplace (Take a [Live Tour: Marketplace](#))

The Lender Marketplace has 20+ direct lenders & growing, curated by LendingWise, that supports bridge, fix & flip, construction & DSCR/rental, CRE, SBA, equipment & other business funding loan types across the US. We will be adding more lenders ongoingly. However, you can add your own lenders too & create your own private lender marketplace.

The system will match your loan scenario to the lender's programs & guidelines by providing a match score. Choose the lenders you want to send your deal to & they will receive an email summary with a link to a deal room. If they like the deal, they will submit an offer.

Quick App	Full App	Borrower Info	Property Info	Personal Inc & Exp	Docs	Credit Memo	Loan Info	Budget & Draws	Servicing
Task	Workflow	Billing & Com.	Contacts	Admin	3rd Party Services	Pricing Engine	Market Place	Offers	
	Fix and Flip	\$100,000.00 - \$5,000,000.00	7.99% - 10.99 %	1	12 Months	91.7%	🗨️	🕒	Submit Financing Request
	Fix and Flip	\$75,000.00 - \$15,000,000.00	10.00% - 13.00 %	0.01	12 Months	91.7%	🗨️	🕒	Submit Financing Request
	Bridge Refinance, Bridge Loan, Commercial, New Construction, Fix and Flip, Purchase Only, Refinance	\$75,000.00 - \$2,000,000.00	7.50% - 12.00 %	1	12 Months	91.7%	🗨️	🕒	Submit Financing Request
	Temple View Rehab Loan	\$75,000.00 - \$2,000,000.00	9.00% - 12.99 %	1	12 Months	91.7%	🗨️	🕒	Submit Financing Request
	Bridge Loan, Fix and Flip	\$100,000.00 - \$5,000,000.00	8.50% - 12.99 %	2	12 Months	91.7%	🗨️	🕒	Submit Financing Request

All your offers will be organized under an offers tab inside your loan file, making it easy to compare various offers from different lenders.

Quick App	Full App	Borrower Info	Property Info	Personal Inc & Exp	Docs	Credit Memo	Loan Info	Budget & Draws	Servicing	Servicing 2.0
Task	Workflow	Billing & Com.	Contacts	Admin	3rd Party Services	Pricing Engine	Market Place	Offers		

Point of Contact: *Chris Fuelling* Deal Status: *Open For Funding* [Edit Details](#)

Deal Summary
Looking for best rate and terms for this bridge loan.

[Create Offer](#)

LENDER/INVESTOR	TERM & LOAN TYPE	RATE & POINTS	LOAN AMOUNT	LTV	FICO & DSCR	PRE-PAY PENALTY	ADDITIONAL DETAILS	FILES ATTACHED	ACTIONS
ABC Lender Kris Fuentes kris@lendingwise.com 555 - 555 - 5555 555 - 555 - 5555	Term: 12 Type: 30 Pre-Pay: 3	Rate: 5% Points: 2	500,000.00	80%	FICO: 650 DSCR: 1.2 %	3	fgtrh dsjtdhj edtyj dtyjrytjty dj		Edit Delete Share Info
Civic Dan Molina d Molina@civic.com 305 - 606 - 2360 305 - 251 - 1777	Term: 12 months Type: Bridge Pre-Pay: none	Rate: 10.50% Points: 1	450,000.00	80%	FICO: 650 DSCR: n/a %	none	Buy downs are available for this loan if you need ...		Edit Delete Share Info
Gib Development Studios LLC Zachary LaForet Zac@gibdevelopments.com 734 - 334 - 7719	Term: 32 Type: Main Pre-Pay:	Rate: 10% Points: 1	100.00	%	FICO: DSCR: %		f		Edit Delete Share Info
Peak Private Lending Paul Gallucci paul@peakprivatelending.com 701 - 504 - 0400	Term: 12 Type: Fix n Flip Pre-Pay: no	Rate: 11.000% Points: 200	515,000.00	60%	FICO: DSCR: %	no	Bwr Downpayment 125k		Edit Delete Share Info

4. Pre-Approval or Term Sheet Delivery - To win more deals and be faster than your competition, you need to respond to loan requests quickly and accurately. If the systems are in place from the previous steps above, you should be able to turn around pre-approvals the same day (Oracles have been known to do it instantly or in hours). If client expectations are managed during the first two steps, then your client should easily be able to e-sign and return an executed term sheet to kick-off processing and underwriting.

Pro Tip: When sending out the E-signable term sheet, include a link to the full app with the required docs. This will help fast-track loans to processing & make your company look professional & efficient.

Pro Tip 2: Get your borrower committed to ordering & paying for the appraisal. That is almost always a guaranteed way of getting the borrower's commitment in closing with you and not a competitor.

5. Conditions & Required Doc Collection - This can be a challenge for all types of Originators. Collecting the needed documents and conditions efficiently ensures the client is engaged and is committed to working with you to close the loan quickly. The key is to make it quick and easy to upload docs throughout the process. This is why

LendingWise has created a proprietary 3-stage approach to collecting docs.

- a. **1st stage-** During the quick app submission, you can ask for minimal docs.
- b. **2nd stage-** During the full application submission, you can ask for a complete set of required docs they should have in their possession.
- c. **3rd stage-** Ongoingly throughout processing & underwriting, there will be a final set of required docs needed to reach a clear to close. Required docs may get added & change statuses, which is why we invented a magical feature that always sends a loan status & missing required docs email automatically every day (or any interval you want) with a 1-click link to access the mobile-friendly [docs portal](#).

Pro Tip: Every time a new condition or required doc is added, notifications are sent to the respected parties like the loan officer, broker, title, processor, etc...

Below is an example Email to the Borrower showing Required/Missing Docs...

Items needed for your loan file

Chris Fuelling <cfuelling@lendingwise.com>
to Frank

Hi Frank,

Below is an automated update E-mail to inform you of the items we have received and their current loan status for 35 sw 18th rd, miami, FL, 33129. Please refer to the status of each item and resend any items if needed. [Click here to upload needed documents.](#)

Status	Item Name	File Name(s)	Uploaded By/Date	Notes
Document OK / Complete	Borrower ACH Payment Authorization	GoToWebinar 010.png	Frank Flipper - (Client)	You have an update for Frank Flipper file. Required docs: Borrower ACH Payment Authorization - (Sent as SMS)
Pending Review	Borrower Bank Statements	Loan Info Tab Improved.png TEST.pdf screenshot-staging.lendingwise.com: 2020.12.28-14_31_36.pdf	Frank Flipper - (Client)	
Pending Submission	Voided Check			
Incomplete - See Notes	Spousal Consent Form			Missing signature, please resend
Pending Review	Signed LO / Term Sheet	butler robot.jpg	Frank Flipper - (Client)	
Pending Review	Signed Application	TEST.pdf	Frank Flipper - (Client)	
Document OK / Complete			Frank Flipper - (Client)	

IMPORTANT for Brokers

As a broker, you don't control the required doc & conditions process. However, you should know the basic docs that are needed for loan submission, which our lendingwise system has prebuilt for you for various loan programs. The system also makes it easy to submit loans via API to certain lenders like PeerStreet, Toorak, Churchill & dozens of other lenders on our platform like Sunset Equity, AlphaTech, Global Integrity, HouseMax, & more. Optionally, the system provides a simple "Share File" feature that lets you share the loan file & uploaded docs to trusted 3rd parties like lenders, investors, attorneys & title.

Broker Pro TIP: All the additional conditions that come up after submitting a loan to a lender should still be updated in your system for several reasons:

1. Your sanity in knowing what's going on with every loan at all times.
2. ALL your borrowers get used to using your system, not the lenders (More repeat borrowers!)
3. If the lender cancels or changes terms on the loan, you can switch to another lender easily if you have a fully complete loan with the required docs.

6. Clear to close & closing like a pro...

Once a loan file has all the docs uploaded and passes underwriting, it's moved into clear to close! Woo Hoo! The closing department can auto-generate closing documents like closing instructions to title/attorneys, disclosures, promissory notes, riders, affidavits, etc... This saves huge time & money if doing this step in-house.

However, if you are using an outside attorney, legal, doc prep etc.. then you will have access to tools that let you share the loan file & uploaded docs with 3rd parties, re-package all the docs, images, and files, into a single PDF stacked in your preferred order & watermarked with loan # & property address. If you need to export various uploaded docs into a zip folder that's a click away too.

Once you have the closing scheduled, your dashboard will display those loans for all the respective parties connected to that loan. (Take [Live Tour: Dashboard](#))

The dashboard displays a summary of loan metrics across eight categories, each with a dollar amount and a file count:

Metric	Amount	File(s)
Lead	\$ 25,292,083	202
Application Started	\$ 222,420,146	397
Completed App	\$ 33,997,083	81
Pre-Approved	\$ 1,130,000	18
Processing	\$ 2,439,925	31
Underwriting	\$ 12,345,000	13
Clear To Close	\$ 10,572,848	25
Closed Loans	\$ 15,863,000	48

Below the metrics is a section for 'Upcoming Closings' with a table of loan details:

BORROWER	LOAN AMOUNT	FILE STATUS	CLOSING	TRANSACTION TYPE	LOAN PROGRAM	ACTION(S)
Builder Bob (Entity Name: Civic Financial Services) 17645 Sw 77 Ave, Created:05/08/2017	\$600,000.00	Underwriting	08/24/2022	Purchase	Portfolio	
Flipper Frank (Entity Name: House Flips, LLC) 35 Sw 18th Rd, Created:06/25/2020	\$463,000.00	Completed App	08/31/2022	Purchase	Fix and Flip	
Williamson Angie (Entity Name: Civic Financial Services) 123 Main Street, Created:03/09/2022	\$442,448.00	Clear to Close	04/02/2023	Purchase	Multifamily	
Kopkac Jason (Entity Name: Investments LTD, LLC) 35 Sw 18th Rd, Created:04/25/2022	\$5,125,000.00	Underwriting	06/03/2023	Purchase	Bridge Loan	
Rental Ron (Entity Name: Rental Homes, LLC) 5452 Sw 93 St, Created:04/08/2022	\$481,500.00	Application Started	06/15/2023	Cash-Out / Refinance	Rental Loan	

6. Post Closing & Servicing

The holy grail in the loan management software space is to have an end-to-end platform for the entire loan lifecycle starting with leads, applications, loan origination, pricing/eligibility, and servicing. Once a loan is closed, it will require post-closing activities that depend on whether it's being sold, retained, or syndicated for fractional ownership. This is where dynamic workflows become very powerful. Whether you hold or sell loans to various investors, the workflows will dynamically kick in to guide your back office team to do exactly the right steps conditional to the investor, loan program, property type, state, entity type, etc...

If you want to onboard the loan with your servicer like FCI, BSI, SLS, Del Toro, etc.. You can export the data needed into excel/csv, or use the webhook feature to submit via API.

If you service the loan in-house, you can activate the LendingWise servicing module so you can: (Take the [Live Tour: Loan Servicing](#))

- Track & collect payments
- Generate payoffs & mortgage statements
- Manage escrows/reserves for rehab/construction, insurance, taxes, & pre-paid interest
- Draw management
- Track fractional investors
- Syndicate loans for participation

The Loan is Closed, Now What?

Throughout the process of closing a loan, there are some great moments but none other than getting that final loan commitment and closing day. Everyone is on a high note, and all is well in the world. In some cases, you're just happy you made it to the finish line, and you need a long nap or a long weekend.

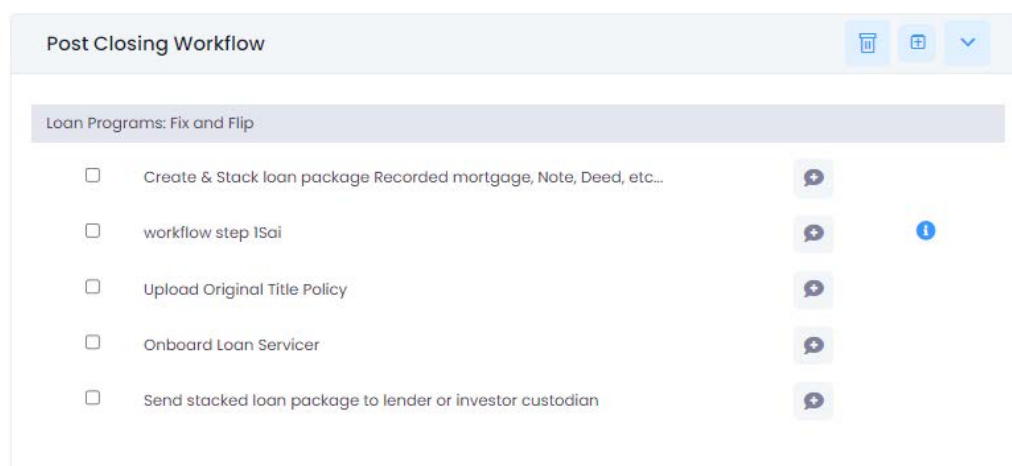
That said, this is the time to shine and **not** ride off into the sunset with your commission. What are we talking about?

The Value of Post-Closing Processes

While we know it's important to provide the client with a professional post-closing experience, we get pulled into the next series of tasks to get the new loans to the finish line, then rinse and repeat.

Using automated workflows, you can easily create and stick to a post-closing process that will add tremendous value to your clients and your chances of repeat business. For example, you can trigger an email explaining what to expect over the coming weeks. Perhaps they are flipping a house and will need to request a draw. Vital information from you means more than you know to a client, especially those newer to real estate investing. You might also fire off a task to send a personalized gift and periodic calls to see how their project is coming along. Invaluable! Borrowers feel like they were truly a partner on every loan, not just another closing.

Post-closing workflows are not always limited to borrowers. Most of the processes will occur on the operational side of your team. For example, creating and stacking the loan package containing the recorded mortgage, note, and deed. Upload the original title policy, move to servicing, or maybe package the loan for sale. All of these have specific time frames and instructions that need to be followed so why not have your system direct everything perfectly and seamlessly?



We should also mention this is when clients are evaluating their overall experience with your company & most likely will refer you to their active investor friends or Facebook group. Simply picking up a few more investors who average 6 to 8 loans per year could easily improve your bottom line by untold thousands.

In conclusion, I completely understand why Post Closing doesn't get a lot of focus. Mostly because it's not seen as a revenue-generating activity. Well, you would be wrong, and I can't emphasize that enough. The Oracles know what I mean here.

Simply put, Post Closing processes forge strong bonds with the client. When they see your level of involvement and attention to their dreams and goals, their loyalty is cemented.

In summary, the loan life cycle from application to post-closing activity should follow a repeatable & scalable process, detailed with dynamic, conditional business logic in the form of smart loan applications, required docs, workflow steps, loan guidelines & document automation.

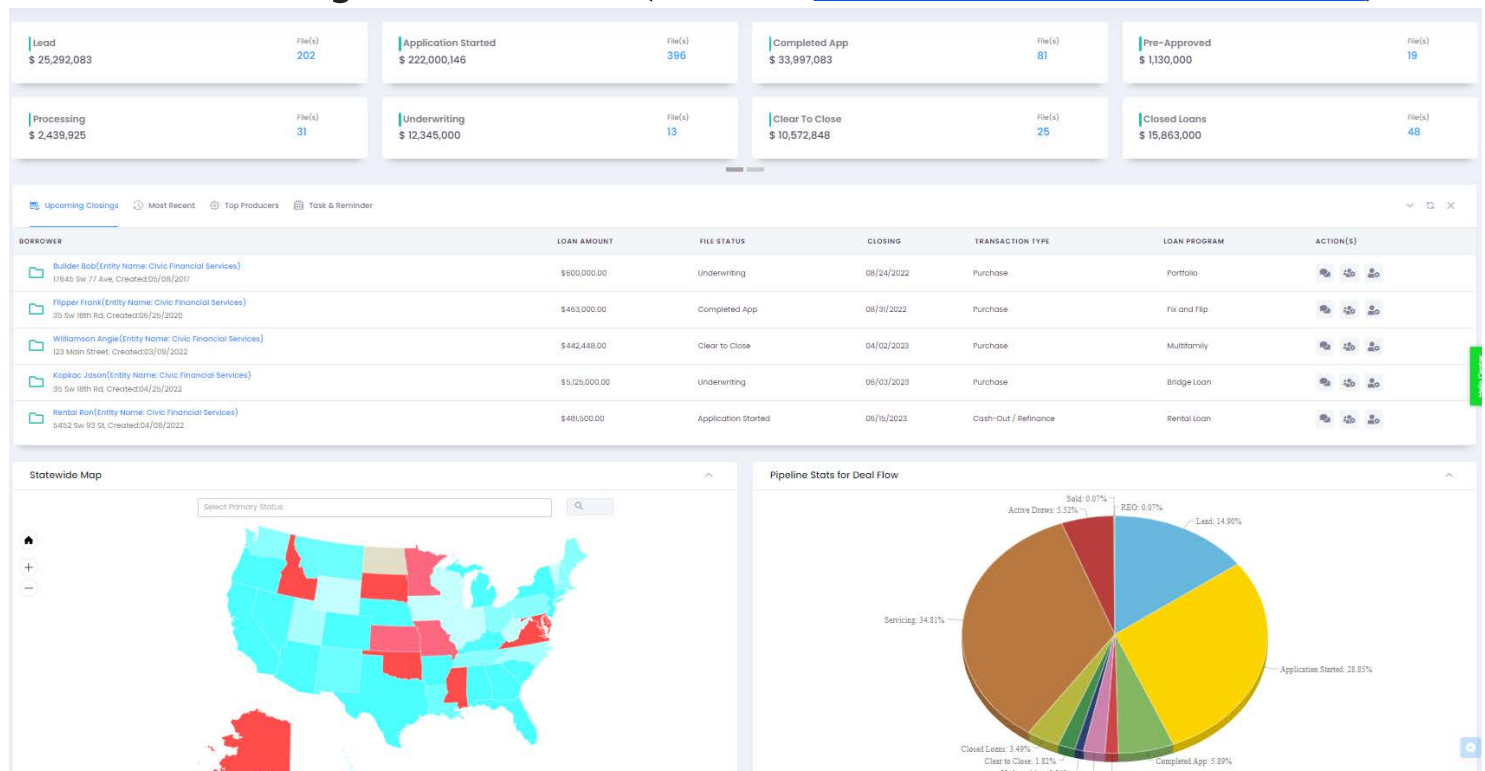
Let's take a look at how LendingWise shows you your loan data

Dashboard & Pipeline Management

When you implement the ideas in this Originator's Playbook, you will see deal volume increase, and keeping track of all your new business might get confusing. It simply becomes more and more of a challenge to keep track of all the little nuances and steps needed to move deals forward and on schedule.

We solved this problem by building the Lendingwise dashboard, otherwise known as your Command Central.

The Lendingwise Dashboard (Take the [Live Tour: Dashboard Overview](#))



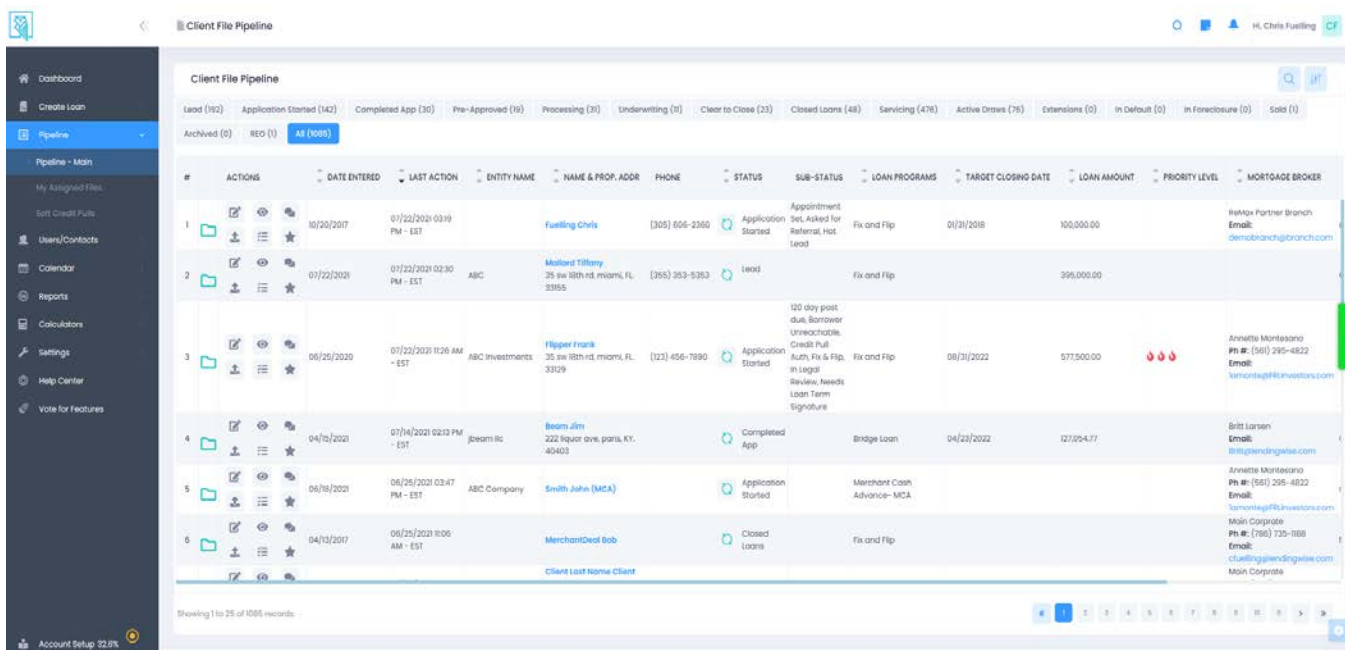
The figure above shows all our personalized loan stages from application to closed loans through to servicing and beyond. You can even sort out loans that are near closing and need extra special attention and monitor your tasks and those of anyone involved in the loan. You may also want immediate visibility into key metrics to see how certain aspects of the business is performing.

The Pipeline (Take [Live Tour: Pipeline](#))

The figure below shows you the pipeline, organized with tabs representing your loan statuses. Each user can control their pipeline view to show various columns of data that are relevant to their role. An LO may want to see data related to the loan amount, origination fees, status, sub status, follow-up dates, etc... While a processor or underwriter may want to see property type, missing docs, workflow steps, translation type, loan program, etc...

The search filters make it easy to find any and all deals by keywords associated with borrower name, entity name, address, e-mail. Other filters include loan program, property type, State, status, sub status, workflow steps, lead source, the file created or loan closing data ranges, and more.

Additionally, you can export the search results into Excel by choosing from 100's of data fields inside the loan. These exports can be saved as custom report templates for easy exporting in the future.



The screenshot displays the 'Client File Pipeline' interface. At the top, there are tabs for different loan stages: Lead (162), Application Started (142), Completed App (30), Pre-Approved (19), Processing (30), Underwriting (11), Clear to Close (23), Closed Loans (48), Servicing (476), Active Draws (76), Extensions (0), In Default (0), In Foreclosure (0), and Sold (1). Below the tabs, there's a search bar and a filter dropdown set to 'All (1088)'. The main table lists loan records with the following columns: #, ACTIONS, DATE ENTERED, LAST ACTION, ENTITY NAME, NAME & PROP. ADDR, PHONE, STATUS, SUB-STATUS, LOAN PROGRAMS, TARGET CLOSING DATE, LOAN AMOUNT, PRIORITY LEVEL, and MORTGAGE BROKER. The table shows six records, each with a unique ID and associated details. The bottom of the interface indicates 'Showing 1 to 25 of 1088 records' and includes pagination controls.

#	ACTIONS	DATE ENTERED	LAST ACTION	ENTITY NAME	NAME & PROP. ADDR	PHONE	STATUS	SUB-STATUS	LOAN PROGRAMS	TARGET CLOSING DATE	LOAN AMOUNT	PRIORITY LEVEL	MORTGAGE BROKER
1		10/20/2017	07/22/2021 03:19 PM - EST	Fuelling Chris	305 606-2360	(305) 606-2360	Application Started	Appointment Set, Asked for Referral, Hot Lead	Fix and Flip	01/31/2018	100,000.00		Max Partner Branch Email: demolitionbranch.com
2		07/22/2021	07/22/2021 02:30 PM - EST	ABC	Mallard Tiffany 35 sw 18th rd miami, FL 33185	(305) 353-5353	Lead		Fix and Flip		295,000.00		
3		06/25/2020	07/22/2021 11:26 AM - EST	ABC Investments	Flipper Frank 35 sw 18th rd miami, FL 33185	(123) 456-7890	Application Started	120 day post due, Borrower Unworkable, Credit Pull Auth, Fix & Flip, in legal Review, needs Loan Term Signature	Fix and Flip	08/31/2022	577,500.00	🔴🔴🔴	Annette Montasano Ph #: (561) 295-4822 Email: somontage@fbiinvestors.com
4		04/10/2021	07/14/2021 02:13 PM - EST	beam inc	Beam Jim 222 liquor ave. pania, KY 40403		Completed App		Bridge Loan	04/22/2022	127,054.77		Britt Larsen Email: brittlarsen@gsa.com
5		06/16/2021	06/16/2021 03:47 PM - EST	ABC Company	Smith John (MCA)		Application Started		Merchant Cash Advance- MCA				Annette Montasano Ph #: (561) 295-4822 Email: somontage@fbiinvestors.com
6		04/13/2017	06/25/2021 11:05 AM - EST		Merchant Deal Bob		Closed Loans		Fix and Flip				Main Corporate Ph #: (786) 735-1888 Email: clawling@endingwise.com

The figure below shows the loan level view with access to all areas of the loan journey in various tabs. In just a few clicks, you can complete critical tasks such as scrubbing the applications, sending out approvals, shopping the loan or pricing, and dispositioning documents and conditions.

The Loan File Layout (Take a [Live Tour: The Loan File Layout](#))

The screenshot displays the 'Loan File Layout' interface. On the left is a dark sidebar with navigation options: Dashboard, Create Loan, Pipeline (selected), My Assigned Files, Soft Credit Pulls, Pricing Engine, Users/Contacts, Calendar, Reports, Calculators, Settings, Help Center, and Vote for Features. The main content area has a header for 'File: House Flips, LLC, Frank Flipper, 35 Sw 18th Rd, Miami, FL 33129'. Below this is a horizontal tab bar with options: Quick App, Full App (selected), Borrower Info, Property Info, Personal Inc & Exp, Docs, Credit Memo, Loan Info, Budget & Draws, Servicing, Servicing 2.0, Task, Workflow, and Billing & Com. Under the 'Full App' tab, there are sub-tabs: Admin (selected), Pricing Engine, Market Place, and Offers. The 'Admin Info' section contains several dropdown menus and text fields for loan details. To the right, there are panels for 'Broker Info', 'Loan Officer Info', and 'Borrower Overview'. At the bottom right, there is a 'Credit Screening' section with a 'Submit Soft Credit Pull' button. The bottom of the interface shows loan metadata including Loan Number, Received Date, Actual - Closing Date, Broker/Referring Party, Borrower Call back, and Created Date.

Admin Info	
Select the Branch:	Main Commercial
Select Broker:	Annette Montesano - lamonte@fllinvestors.com
Select the Loan Officer:	Sainath Loanofficer - Sainathloanofficer@lendingwise.com
File Type:	Commercial/Residential Real Estate x
What kind of program are you looking for?	Fix and Flip x
Select Internal Loan Program:	Select Internal Loan Program
Select Primary Client File Status:	Completed App
File Sub Status:	Borrower Unreachable x Needs Loan Term Signature x In Legal Review x
Loan Number:	1295455
Received Date:	MM/DD/YYYY
Actual - Closing Date:	08/31/2022
Broker/Referring Party:	Bob Rosenthal
Borrower Call back:	07/26/2021
Created Date:	06/25/2020

Credit Screening

Credit Score: 0

[Submit Soft Credit Pull](#)

Documenting Your Sales Process & Loan Journey

Your Master Blueprint

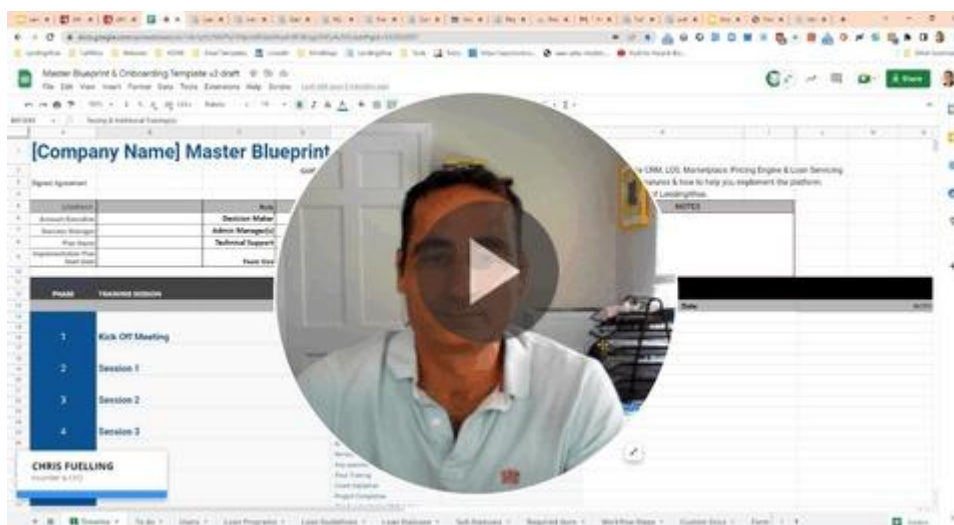
Here is a copy of the LendingWise default blueprint & onboarding template that highlights what you get out of the box with a new LendingWise system. It's built on Google Sheets, which makes it easy to collaborate with your team & our implementation specialists. Based on your plan & implementation setup purchased we will help you fully build out the system to match your blueprint & meet your unique needs.

Inside you'll find pre-configured templates for:

- Loan Programs
- Loan Statuses & Sub-Status with suggested automation rules for tasks, emails and/or webhooks
- Required Docs with conditional logic based on program, property type, State, etc...
- Workflows & workflow steps with conditional logic & suggested automation for tasks, emails and/or webhooks
- Loan Guidelines for each of your programs or investor/lender programs.

Additionally, you'll find a library of suggested automated emails, workflow steps, required docs & Webhooks. This makes building your perfect digital lending system a breeze.

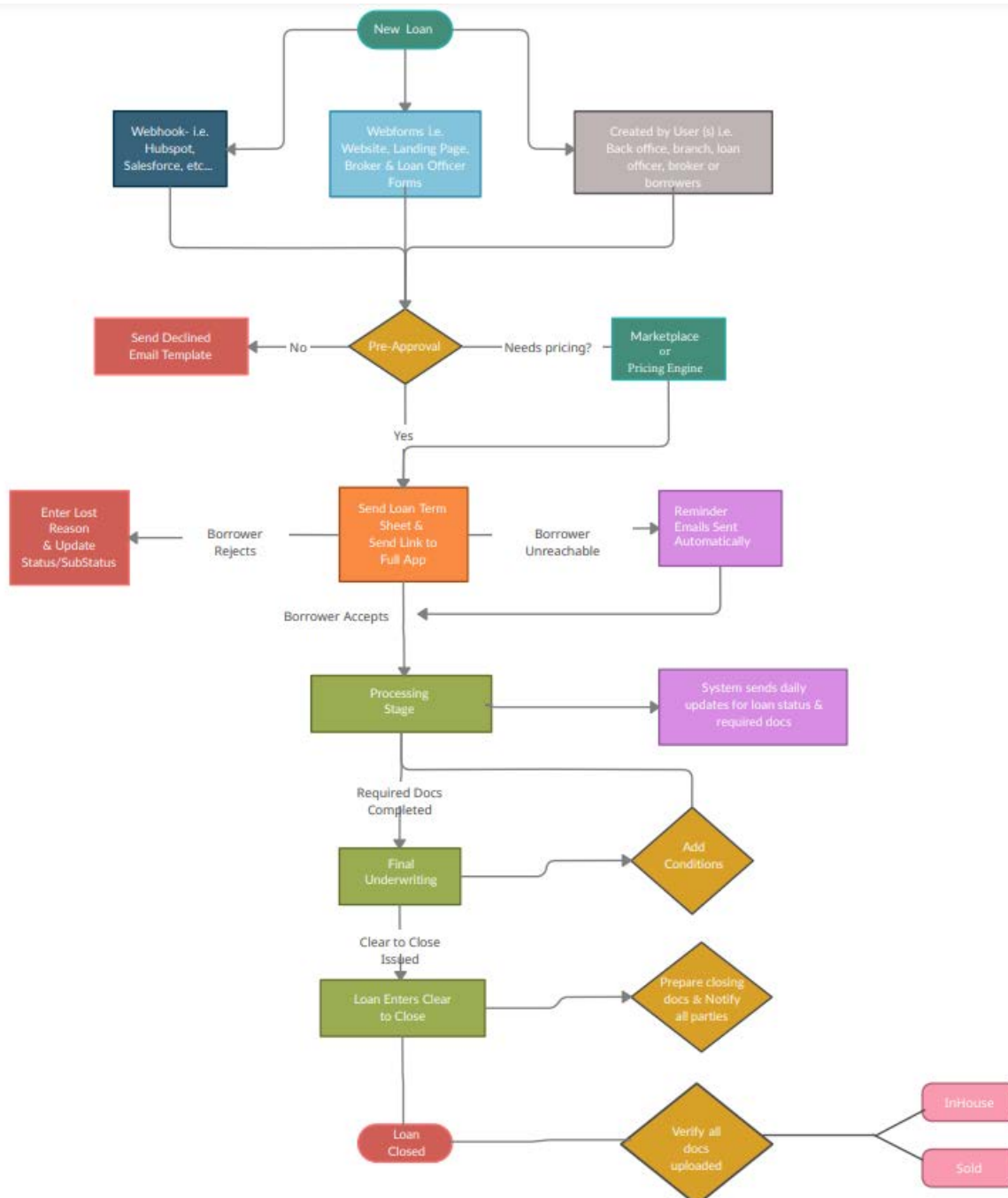
Check out the video walk-through we made below covering the Master Blueprint & onboarding template we offer our new LendingWise clients.



Master Blueprint & Onboarding Template

Your Visual Loan Journey Map

Mapping your sales and loan lifecycle can be brain-racking. Implementing & ensuring team members follow it can be even more daunting unless you have a good system like LendingWise. Below is an example journey a new loan application will take touching every department & stage. Every company is different & has different resources & business models, which will affect the journey substantially. We can help build your company's loan journey!



Using Standard Operating Procedures (SOPs)

When you install the right amount of tech with the right team and empower them with a system that follows defined SOP's, that's when the magic happens.

OK so what are SOP's and why do they matter?

A standard operating procedure is a set of written instructions that describes the step-by-step process that must be taken to properly perform a routine activity. At Lendingwise, we have created modules such as automated workflows to ensure those processes are being followed by those roles responsible for the task.

Standard operating procedures provide the policies, processes, and standards needed for the organization to succeed. They can benefit a business by reducing errors, increasing efficiencies and profitability, creating a safe work environment, and producing guidelines for how to resolve issues and overcome obstacles. As a single broker, you might wonder if these are even needed. Yes and No. Yes, if you ever want to climb out of the one-man show and grow a business that works even when you're not present by using outsourced processors. Or perhaps you have a desire to become a direct lender or correspondent?

Either way, the key takeaway for any business that wishes to scale, lies in the foundation. You will need a solid system that resembles all your SOPs, detailed business processes, loan guidelines & loan-level conditional logic.

Key questions that should be answered in standard operating procedures include:

Who performs what role?

What does each role do?

What is the goal or outcome of each person's role?

When do these actions take place?

What are some "if this, then that" scenarios?

Standard operating procedures enable organizations to gain a better understanding of their business process and identify areas that need improvement.



Reasons to use an SOP include:

- Helping one stick to a defined set of steps for processing, underwriting, closing, & post-closing.
- Assisting in training new LOs, processors, and support staff.
- Guaranteeing state-specific, loan-specific or investor-related compliance standards are met if applicable.
- Docs are delivered on time and are executed correctly.

With the technology piece and SOP's built-in, most teams can grow with minimal friction. For most, that means an internal team of processors or loan officer/broker assistants that can easily follow clearly defined steps from application to closing and beyond. As you pump up the marketing and more leads and loans fill the pipeline, you can continue to hire contract processors/underwriters/assistants to fill in the team.

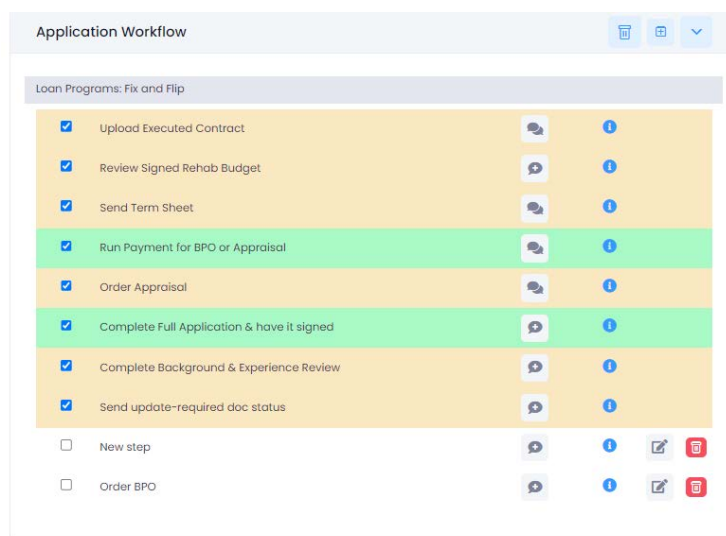
With the basic operational foundation in place, you focus on growth and scaling plans. No longer are you reacting to the business, but rather thoughtfully and strategically taking meaningful actions every day!

Ok, let's start applying some of this information to your business and create some actionable steps.

Scaling with Workflow Automation

Simplify and Automate With Workflows So You Can Truly “Let Go”


The fact is, you can create all the Standard Operating Procedures (SOPs) you like, but unless those systems are **actually followed**, you’re spinning your wheels in quicksand. We touched on workflows above but let’s take a deeper dive. First, the Workflows tab (see figure below) keeps track of all the workflow steps started, not started, pending, need manager review, and so on.. In addition, automated rules can trigger actions like creating task(s), sending email(s), or send webhook(s) based on workflow steps.



When configured as per a defined set of processes and best practices, workflows can truly transform your business overnight. Let’s break down the workflows inside Lendingwise and apply them to a specific use case.

You can have various types of workflows like application, processing, underwriting, closing, post-closing, draw management, etc... Inside a Workflow are steps representing action items that need to be done.

Lo’s for example might be responsible for uploading preliminary docs such as a contract or rehab budget. Next, after shopping and structuring the loan, they might issue a term sheet and simultaneously hand off the file to a processor using an automated email trigger. All with a few clicks.



Processors and underwriters can certainly benefit from the power of workflows in a variety of ways, especially when they contain smart and powerful **conditional logic**. Conditional logic built into workflows simply means workflow steps can be conditional to loan programs, transaction type, property type, state, credit score range, etc... They will only display for users if the conditions match in the loan file. If you've ever processed or underwritten a loan in your life, you are doing backflips in your (home) office right now. But wait, there's more!

Let's talk Triggers...

Workflow steps can have automated triggers to create events like Task/Reminders, Email, SMS/Text or webhooks. The step has to be clicked to enable the automated trigger rules. The triggers can be initiated X number of days before or after the workflow is set to execute. For example, it could trigger when the workflow step was activated or off a specific date like closing date, call back date, file created date, property taxes due, maturity date, birth date, and so on. Why is this important? Again for the experienced folks in the room, the backflips continue because it means they save an untold number of hours in their day. So they can either process and underwrite twice as many files or have more time and freedom to live. For independent originators who process and underwrite their own files, this should be life-changing, especially for the Part-Timer who enjoys time off.

In case you were wondering, workflows do not have to be complicated. In fact, we can offer you a variety of default workflows in the system. The default workflows are only suggestions. You can delete any unnecessary ones, edit the existing ones, and add as many as you want. You can even have just one master workflow if you want to keep it simple.

Through implementing workflows powered with conditional logic, we've found that mistakes are reduced to practically zero. The result is less work, and fewer errors while your borrower experiences an almost seamless process. In the end, isn't the borrower experience the most compelling reason to make serious changes in your business?

I should mention team members are easier to recruit, train and retain because of the power of our platform.

You will have complete peace of mind that processes are followed to the "T" and clients are being served at the highest level, even when you're sipping drinks on a beach or in knee-deep powder in Colorado.

I can't stress how wonderful it is not to have to continually review and inspect files because you have confidence they're on track, and you'll be alerted if there is any issue that needs your attention.

Ensuring & Increasing User Adoption

The key to success is to establish the process that best works for you and your team. Bringing your team into the early stages of evaluating, building, & agreeing to various processes is essential to ensure high user adoption.

We have seen failed implementations occur due to end users not understanding a proposed new process. They get stuck in their ways and don't like change. If they see the value of the process improvements, efficient time-saving features, enhanced borrower experience, etc... then you will get huge buy-in and successful adoption from all team members, including external partners like brokers & borrowers.

Be prepared to adjust any processes if needed and continually evolve your business. The high configurability of the LendingWise system should be something you take full advantage of. Also, be patient! The term "trust the process" means letting go and having faith that the path you are following will create a series of benefits easily realized & visible.



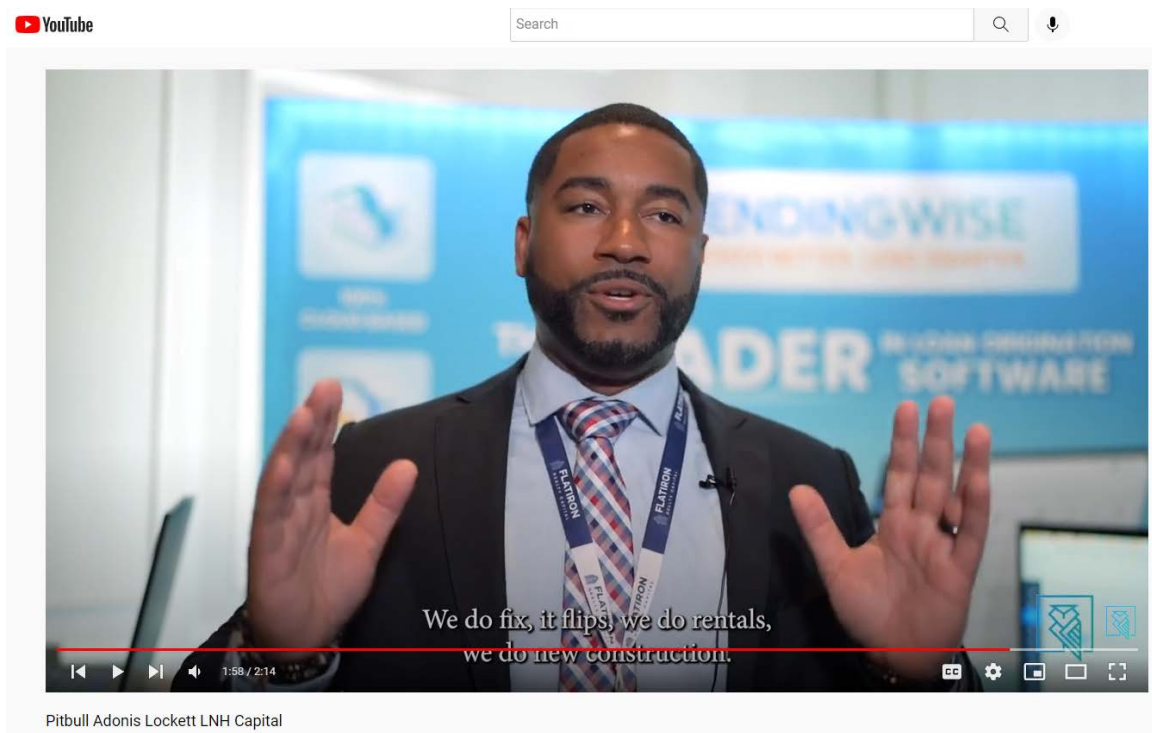
When you trust the process & build a blueprint discussed in this playbook and have patience, it can take you places you've never imagined. Let's take a minute and look at the benefits of trusting in the process, which go beyond closing more loans in less time...

1. **You're More Calm** - It's only natural that you have more inner peace when you drop the need to control certain outcomes in your life and business.
2. **More Confident** - Building sound processes and trusting they will deliver the desired outcome, you build more trust and thus more confidence. This is understated because when you go into everyday life with 100% confidence, you live with more certainty that your dreams will come true.
3. **Patience** - Trusting the process day in and day out makes you a much more patient person. That translates to other areas of your life.
4. **You Become Resilient** - Challenges will come! Resilient people follow paths and experience failure and thus grow. Embrace this and know it's a blessing and not a curse. Rise up and take it to another level!

5. **You're Open to Change** - When you trust the process, you adapt to the changes around you. Those that are the slowest to adopt new tech and implement new processes are no longer around.
6. **You'll Find Your Purpose** - Trusting the process is all about being led to your life purpose. The biggest success stories in our industry are from those who made it their life's mission (career that is). No Part-Timers are allowed in this group. You gotta want it!

Ok, that's enough self-help for today, but you get the point.

Our many testimonials speak for themselves...



Time to Deliver!

When increasing ad spend & new leads, you need a firm process in place or you'll waste one great opportunity after another. Let's assume that process is in place and you are cranking out business like a superstar. Sounds great? It sure is, but there are a couple of things to avoid, and the **Originator Enemy Number 1 is the infamous Choke Point!**

When originators hit this point, their wonderful creation, low stress, and freedom suddenly implode, and the dream business quickly becomes a daily nightmare. They get so busy that they face two choices and none of them are good. First, cut the lead flow and stop bringing in new business. Ain't going to happen. Second, stop paying attention to service levels and piss off your in-process clients. Ain't going to happen either. So what do you do??

The choke point scenario is a common occurrence for successful originators. They all are confronted with it at one point or another, and the business begins to take a step backward.

Let's relate this back to **The Originators Prioritization Matrix** we learned about earlier. One of the key steps is to **create efficiencies**. This allows you to dramatically **free up time**, enabling **business growth**.

CREATING EFFICIENCIES is the step that I recommend most Originators start with, as it's the bedrock of your blueprint foundation.

It's key to drive in more leads, but if you're blowing deal after deal because you are way over your head, you'll only hurt your reputation. In this cancel culture environment, it takes years to build a great reputation and a few nasty posts to destroy your brand.

The truth is, bringing in more leads will just make the problem worse!

LendingWise will create efficiencies to process more deals with less time, cost, and stress.

How much time could you save in your day with the right system? We believe with the right amount of technology, configured the right way with automation and basic business intelligence, you can save up to 10 hours on each loan

How many more loans can you close without having to hire additional staff? On average the answer is 20+ loans.

Read those sentences again. You can save up to **10 hours** on every loan, allowing you to bring in more leads and close 20+ more loans without feeling forced to hire more help.

In Conclusion

We hope you have seen the value inside this playbook. We've shown you how to evolve from the various personas like **Part-Timer, Technician, Teams** to **Oracle** with easy-to-implement processes, controls, and best practices along with all the recommended tools for the trade. We haven't shown everything in the Lendingwise tool chest because this is not about selling software but adding value to your business & perhaps working together one day.

LendingWise has been the catalyst to create efficiencies and grow and scale the businesses of hundreds of brokers and lenders across the country.

I urge you to imagine your business differently and continually invest in the tools and knowledge to keep pace with technological advances in the lending industry. Otherwise, you will be left behind when conditions change.

We'd like to address our broker brethren (lenders know this already) as they face a unique set of challenges and often fall victim to changing market conditions. With about 20% market share, independent mortgage brokers are competing directly with retail lenders. Many fintechs and online lenders have one goal – to cut YOU out and go direct to borrowers.

That said, I believe the broker channel has a lot to offer clients, especially personal service and a holistic strategy built on a trusted advisor relationship.

But as a profession, we must embrace all that technology has to offer to ensure we remain competitive. We must budget for systems and education. For example, if you are closing loans and are revenue positive, then investing \$500 to 1K should not be a heavy lift on a monthly basis. Oracles spend more than twice that, but they also make the most money. Coincidence? The more you invest, the more you make. Get into that mindset and stay there.

If I still have your attention, it might suggest something we said in this playbook has resonated. If so, then I'd like to suggest you take a bold step in transforming your business and operate like an Oracle.

All we ask is that you [request a free demo of LendingWise](#). I promise if nothing else, you will walk away with a handful of ideas you can implement that day.

Moreover, you'll learn firsthand how LendingWise applies to your unique business so you can unleash the strategies and automation we've revealed in the Originators Playbook. I hope to see you on a demo soon!

Wishing you success,

The LendingWise Family

