LENDINGWISE
BROKER BETTER. LEND SMARTER.

CUSTOMER CASE STUDY

DIVERSIFIED FINANCING SOLUTIONS

A broker-lender hybrid that cut application-to-close time by more than 40%

After two other loan origination systems, Diversified Financing Solutions moved its bridge, fix & flip, construction and DSCR lending onto LendingWise, went live in under 30 days, and started closing faster almost immediately.

INTEGRITY
RELIABILITY
TRANSPARENCY
ACCOUNTABILITY
DIVERSIFIED FINANCING SOLUTIONS

40%+	3–5 hrs	<30 days	10
faster from application to close	saved per loan	to onboard and go live	teams & partner roles on one platform

THE COMPANY

Real estate operators who lend

Diversified Financing Solutions was founded in 2019 by real estate professionals with **over 40 years of combined experience** in real estate asset management, bank-owned (REO) sales and hundreds of fix & flip projects across multiple states. They lend their own funds, work with multiple capital partners, and finance everyone from first-time investors to experienced pros, from a single asset to a portfolio.

THE CHALLENGE

Two LOS platforms, still too much by hand

Before LendingWise, the team ran on one loan origination system, then switched to a second, and abandoned it too. **Neither offered an integrated borrower application they could fully customize**, so too much of the day was manual:

- Creating term sheets & docs by hand
- Keeping borrowers & brokers updated
- Broker submissions
- Pricing & quoting deals
- Growing without hiring
- Draws & servicing
- Investor & fund reporting

WHY LENDINGWISE

End to end, easy to set up, priced for growth

Complete end-to-end solution
CRM, LOS, borrower and broker portals, docs, draws, servicing and fund reporting in one system.

Easy initial setup
Live in under 30 days, with most of the framework in place from day one.

The right cost
A cost that was "perfect for our growing organization."

COMPANY SNAPSHOT

BUSINESS TYPE
Broker / lender hybrid

HEADQUARTERS
Huntington Beach, CA

FOUNDED
2019

ON LENDINGWISE SINCE
2022

TEAM SIZE
6–15

LOAN PROGRAMS
Bridge, fix & flip, ground-up construction, DSCR rental, portfolio rental

MONTHLY LOAN VOLUME
$5M–$10M

FUND SIZE
$20M–$30M

LENDS IN 28 STATES
AL, AR, CA, CO, CT, FL, GA, IL, IN, KS, KY, LA, MA, MI, MO, MS, NC, OH, OK, PA, SC, TN, TX, UT, VA, WA, WI, WV



Kip Adkins
CEO & Fund Manager, Diversified Financing Solutions

THE SOLUTION

One configurable platform, from application to draws

A borrower application they control

A fully customizable, integrated borrower application. *"... the borrower application was the most helpful from day 1, neither of the previous applications had an integrated application that could be fully customizable."*

Loan math that flows into loan docs

The doc template engine builds term sheets and closing docs from the loan file, so they're no longer typed up by hand. *"The loan math is easy to navigate and set up for loan docs."*

Customization without a ticket queue

Fields, workflows and docs are configured in-house, with LendingWise support behind them. *"...the ability to fully customize on our own is amazing, the team at LendingWise is always quick to help when needed."*

Integrations they value most

Native integrations, webhooks and the Open API connect LendingWise to the rest of the business. *"Honestly the additional features in integration are the ones we value the most."*

Who works in LendingWise at DFS: Sales / origination · Processing · Underwriting · Due diligence · Closing · Loan committee · Capital markets · Draws / construction · Investor relations · Brokers / partners

THE RESULTS

Faster closings, almost immediately

40%+
faster average time from application to close, seen almost immediately

3–5 hrs
saved on every loan, "easily"

<30 days
from kickoff to live on LendingWise

1 system
for origination, closing, draws and investor relations



> **"LendingWise is fully customizable and 95% of the framework is already set up from day 1, it's easy to understand and mostly self service. The dev team at LendingWise is amazing and updates and enhancements are flowing through on the regular."**

Kip Adkins, CEO & Fund Manager, Diversified Financing Solutions

Close loans faster with LendingWise

See the borrower application, doc generation and integrations Diversified Financing Solutions runs on.

Get Started
15-day free trial

Book a Demo

LENDINGWISE
BROKER BETTER. LEND SMARTER.

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