

BENCHMARKS FOR SUCCESS

Operational Efficiency

REDUCE TURN TIMES BY 20%

In a study conducted by Virginia Credit Union (VACU), adoption of the SimpleNexus Digital Mortgage Platform sped-up the time to close by 10 days. For VACU, this represents a 20% decrease in time to close a loan. The prevention of missed deadlines enabled by alerts and notifications to borrowers, coupled with easy borrower document uploads using smartphones, contributed to the instant value VACU gains by using SimpleNexus.

REDUCE TURN
TIMES BY

20%

CLOSE LOANS UP TO 20 DAYS FASTER

With FormFree automated Verification of Assets (VOA), now available through SimpleNexus VOA, average users close loans up to 20 days faster by decreasing processing time by 90 minutes per file and reducing underwriting time by 30 minutes per file.

CLOSE LOANS
UP TO

20 DAYS FASTER

Increased Business

CONVERT WEBSITE VISITORS INTO LOAN APPLICANTS

After Citywide implemented the SimpleNexus online mortgage loan application they now experience a 16X increase in online loan applications. Where they had previously only received one loan off of their main website each month, now 4 loan applications per week is the new normal with SimpleNexus.

16X

INCREASE IN ONLINE
LOAN APPLICATIONS

INCREASE REFERRAL BUSINESS BY 15% to 35%

For First Community Mortgage (FCM), the value of a digital mortgage platform that both referral partners and LOs could use and share with borrowers equals a 35% increase in referral business. Overall, SimpleNexus users experience a gain of 15% or more in referral business.

INCREASE REFERRAL
BUSINESS BY

15%-35%

Customer Experience

TAP INTO WORLD CLASS NPS SCORES

SimpleNexus users consistently rate the platform in the highest range of satisfaction. Mortgage Lenders using SimpleNexus enjoy Net Promoter Scores (NPS) of 74 or higher. Not only will your borrowers experience world class levels of satisfaction, they'll exhibit strong willingness to recommend your services to other borrowers.

TAP INTO

WORLD CLASS

NPS SCORES

Company	NPS SCORE
Verizon	7
Nike, Inc.	32
Google	38
Westin	50
Southwest	62
Amazon	69
SimpleNexus	74
Apple	89

*sources: Hubspot NPS Benchmarking and NPSBenchmarks.com

OUR USERS SAY IT BEST

70% CONVERSION RATE

“Using this has generated additional loan applications--I use the Simple Nexus app almost on a daily basis and share it with all prospects. With few exceptions, about 70% of the time the people I share it with will use me as their lender. To me, that’s an exceptional conversion rate. I know when they use the app and based on how many times they use it, it gives me a good idea of how serious they are about buying a home. It keeps my name and face in front of them and helps to close deals.”

RICK KOEHN
MORTGAGE BANKER, TEXANA BANK

EXCEPTIONAL CUSTOMER EXPERIENCE

“It’s simply a great way to show our customers that we care!”

PRMG USER

PREFERRED MORTGAGE TECHNOLOGY

“This is by far the best system for communicating with, attracting, and maintaining customers and partners.”

FAIRWAY MORTGAGE COMPANY USER

“More useful in keeping in touch with prospects and tracking their activity level than anything else we have.”

ACADEMY MORTGAGE USER

“Very convenient for tech challenged borrowers”

FAIRWAY MORTGAGE COMPANY USER

UNDISPUTABLE VALUE

“The connection is instant. No loss of business card no searching to send referral.”

NATIONS LENDING CORPORATION USER

“...real time communication, co branded, quick to take app and pull credit and quick to send approval letter on the go.”

ALTERRA USER

“Fairway Now* is amazing, as a new LO its is a huge help!”

FAIRWAY MORTGAGE COMPANY USER

“...real time communication, co branded, quick to take app and pull credit and quick to send approval letter on the go.”

PRMG USER

“My business has increased with this app. All my Realtor partners are raving about it!”

LEADERONE USER