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Demand Generation

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Created display ads, splash pages, white papers, case studies and online campaigns for demand generation team.

Encompass 16.1 is coming this Spring

- More powerful trade management reporting
- New eSign platform
- Expanded construction lending support
- Expanded Fannie Mae and Freddie Mac integrations

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Union Home Mortgage Keeps Encompass Functioning at Peak Performance with Regular Health Checks



The challenge

Since its founding, Union Home Mortgage Corp. (UHM) has focused on a single goal: turning each of its customers into "Raving Fans" by consistently exceeding their expectations. Based on the company's growth over the past four decades, it has succeeded. Today, UHM is licensed in 35 states and wrote \$2.4B in loans in 2016. It has been named one of the fastest growing companies in Northeast Ohio, and has also won the Top Workplaces award from Mortgage Executive Magazine for the last several years, including a recent announcement that ranked them 6th amongst all mortgage companies.

The solution

As soon as the Ellie Mae consultant assigned to UHM, Langhans held a planning meeting to discuss areas of focus, and to scope out week's activities.

"We had a chance to bring in people from our business side for the first part of the week, so our consultant could gain a deeper understanding of how we used Encompass on a daily basis," Langhans said. "The second part of the week, we brought our system administrators in, and made it more of a technology discussion."

The team looked at benchmarks, compared system configurations from others in the industry to their own, and talked about specific...



Ask A Regulator

State Licensing Questions Answered

Whitepaper



Contents

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 - Arizona
 - California

This year (and going forward annually), we opened up the opportunity to the mortgage industry to answers to state licensing requirements, and a profession...