

A Good Year For Online Retail

As more and more lenders turn to retail, they are looking to **automate, automate, automate.**

As the industry becomes increasingly uneasy dealing with brokers and other correspondents, retail has become the channel of choice. Also, if lenders are originating through their retail channel, they can get a better handle on overall loan quality because their people are originating that loan. However, retail is a higher-cost channel.

As a result, lenders are looking to increase their point-of-sale technology to offer borrowers a self-serve option over the Internet. And the figures further demonstrate this trend. By the numbers, overall originations declined by 38% between 2007 and 2008. Overall retail tanked by 52% during the same time period. Overall correspondent followed this trend and dropped by 36%, again during the same time period.

But overall online originations only dipped by 22%. Going further, online retail originations during the same time period only dropped by 21%. Realizing the demand for point-of-sale technology, vendors in that space continue to enhance their offerings.

For example, Mortgagebot's Mortgage Marvel 2.0 enables mortgage shoppers to get online quotes instantly by entering just four pieces of data: loan amount, property value, property ZIP code, and now, credit score. Mortgage Marvel is an online mortgage-shopping service that delivers instant, accurate, real-time mortgage quotes from multiple lenders. Now, with a new option to factor in the borrower's credit score, Mortgage Marvel lenders can provide highly accurate mortgage quotes for every mortgage

shopper, regardless of the credit score.

Similarly, POS vendor Data-Vision has integrated its technology tightly into ISGN Corp's. LOS offerings. As a result of these integrations, lenders now benefit from a fully interactive Web portal suite to take online applications, qualify them, provide customers with status, etc. The integrations also result in a highly secure electronic delivery platform for users of ISGN's BridgeLink Network.

Specifically, users of Diamond and MORVision, ISGN's LOS systems, will benefit from seamless integration into Data-Vision's LoanQuoter point-of-sale product, pricing and eligibility engine, as well as its RemoteDocs electronic

delivery platform. Used in tandem, LoanQuoter and RemoteDocs enable MORvision and Diamond customers to build an online lending solution to better service the ever-growing online consumer segment. With this fully integrated Web portal suite, ISGN customers can take online loan applications, deliver instant decisioning, post up-to-date loan status information, and instantly and securely deliver important initial disclosures and closing documents. The online lending channel is fully interactive, includes live chat, and offers customized online advice to ISGN customers, which are vital to improving productivity and closing more loans. **MT**

TOP ONLINE RETAIL ORIGINATORS IN 2008

(DOLLARS IN MILLIONS)

RANK	ORGANIZATION NAME	LOCATION	ONLINE ORIG. VOLUME 2008	2007	% CHANGE
1	Quicken Loans Inc.	Livonia, MI	\$12,018	\$17,919	-33%
2	Chase	Iselin, NJ	\$10,931	\$10,094	8%
3	Navy FCU	Merrifield, VA	\$2,064	\$1,708	21%
4	CitiMortgage Inc.	O'Fallon, MO	\$1,593	\$3,197	-50%
5	SunTrust Mortgage Inc.	Richmond, VA	\$1,350	\$2,078	-35%
6	Banco Popular/E-Loan	Pleasanton, CA	\$1,173	\$2,202	-47%
7	First Horizon Home Loans	Irving, TX	\$867	\$1,720	-50%
8	Wachovia Mortgage FSB (I)	Charlotte, NC	\$721	\$760	-5%
9	American Internet Mortgage	San Diego, CA	\$576	\$623	-8%
10	Provident Funding Associates	Burlingame, CA	\$484	\$440	10%
Top 10 Totals:			\$31,776	\$40,741	-22%
Submitted Totals:			\$33,128	\$41,847	-21%

Notes: Results may be incomplete because some firms, including Wells Fargo would not disclose this data point. QDR defines an online origination as any new loan where the consumer applied or pre-applied online. Some firms include their tele-sales numbers in with their online volume. (I) Wachovia is now owned by Wells Fargo. Source: Mortgage Technology/Annual Data Report. Questions? Email: Paul.Muolo@SourceMedia.com.