

# Empowering Homespire Mortgage to Transform its Operations and Drive Process Optimization



## / RESULTS

- Reduced administrative burden, enabling teams to focus on strategic initiatives
- Saved approx. 1.5 hours of configuration time per day across 150 users
- Optimized the loan sale and settlement cycle, resulting in time savings of 42%
- Increased profitability by 12%

## / COMPANY PROFILE

Headquartered in Maryland and operating throughout the United States, **Homespire Mortgage** is an award-winning mortgage lender that is focused on facilitating a worry- and hassle-free mortgage experience for borrowers. It provides a wide range of loan and refinancing options for every situation – including FHA, Fixed Rate, ARM, VA, USDA, Renovation, Jumbo, Cash-out Refinance, and more – delivering personalized quotes that open the doors of homeownership and help prospective and existing homeowners find the mortgage that is right for them.

## / OVERVIEW

Despite significant growth in recent years, Homespire Mortgage's loan officers were constrained by inefficient and time-consuming manual processes. This prompted its executive team to seek a technical infrastructure that could streamline and optimize key workflows while empowering the company to better meet the evolving needs of its borrowers. Polly's cloud-native, mobile-responsive technology delivered a significant upgrade from Homespire Mortgage's legacy solution, with intelligent, flexible automation and seamless integrations that enabled the company's capital market and secondary teams to work smarter, faster, and more efficiently.

## / THE DETAILS

### Optimizing critical processes

Homespire Mortgage's mission is to help homebuyers and investors responsibly and affordably finance their dream of homeownership, while delivering an exceptional mortgage experience that borrowers trust, realtors recommend, and employees take pride in.

The company takes the time to build relationships with its customer and deliver a true people-first service experience that prioritizes speed and accuracy.

This necessitates a modern, powerful, and intelligent technology infrastructure. However, Homespire Mortgage recognized that its legacy solution was delivering a cumbersome and overly complicated experience for its loan officers. It involved a high degree of manual intervention, needlessly extending workflows, increasing the risk of human error, and hindering users' ability to deliver an efficient service experience. This reliance on labor-intensive manual workflows directly impacted profitability and business growth.

Homespire Mortgage turned to Polly's modern, cloud-native Product and Pricing Engine (PPE) and Loan Trading Exchange to solve these pain points and digitally transform its mortgage operations. With Polly, Homespire Mortgage has been able to significantly streamline processes and boost efficiencies throughout the organization.

For example, the new infrastructure has considerably reduced the number of unnecessary steps and touchpoints within the loan lifecycle workflow. Whereas previously,

all loan edits and lock change requests had to go through multiple teams, many of those steps have now been automated to reduce the administrative burden and free team members up to focus on other strategic activities.

“Before implementing Polly, we found ourselves in a situation where my team had to touch every loan multiple times across disparate systems,” explained Stephanie Sailor, Vice President of Secondary Marketing at Homespire Mortgage. “There was no seamless back and forth between systems and teams. Every change to a loan involved multiple steps and manual approvals that slowed down the entire process. Now, the entire workflow has been completely transformed. Our loan officers can quickly and easily make lock change requests and edit loans all within one unified, integrated solution. It’s really exciting for them and has resulted in a massive productivity boost for our organization.”

Optimizing these processes has provided full transparency across Homespire Mortgage’s operations, while enhancing loan officers’ ability to get their customers the best possible rates as they no longer have to wait for multiple teams to make manual updates. Further, it has increased efficiencies throughout the loan sale and settlement cycle, delivering significant time savings of 42% and enabling Homespire Mortgage to keep pace with market developments.

“Polly has enabled us to be more strategic with our resources. We have 150 loan officers across the business today, so that’s 150 people whose processes have become incredibly seamless and efficient. This business is all about timing, so the impact on our operations has been huge.”

### Simplifying back-end configuration

System configuration was another key area of frustration for Homespire Mortgage with its legacy solution. Previously, activities such as running scenarios, managing rules, and experimenting with new filters were overly complicated and cumbersome. They required deep technical knowledge that only certain team members happened to possess, hindering their

ability to remain agile and move quickly with the market.

Polly has significantly reduced this configuration time. Homespire Mortgage’s team can now effortlessly configure rules and quickly distribute unique pricing across all channels to help them stay ahead of the competition and ultimately, win more business. They can identify best execution bids with advanced filters, compare multiple price loan scenarios, and build new filters as needed. Polly’s intuitive rule management capabilities make it simple for the everyday user to make intricate changes - without having to be a technical expert.

This has saved the company approximately 1.5 hours per day across 150 users and helped increase profitability by 12%. Ultimately, Polly has delivered the level of customization, configurability, and flexibility that Homespire Mortgage requires to continue meeting borrower needs and driving business growth.

Sailor said: “Configuring and customizing platforms can often be a challenge in this industry, but Polly has made everything so simple. The solution’s usability is second-to-none. People could walk in with very little programming or configuration knowledge and work within the tool very effectively. As well as making our lives significantly easier, this has helped us deliver greater value to our customers.”

### Building a partnership

At its core, Polly possesses an ethos of delivering constant and consistent innovation, seamless implementation and onboarding, and ongoing customer partner success. Its commitment to superior service has been unwavering. This has been a key component of its relationship with Homespire Mortgage.

Polly has worked closely and collaboratively with the Homespire Mortgage team to help them maximize ROI from both the PPE and Loan Trading Exchange solutions. This has included delivering one-to-one training sessions, customizing workflows for specific borrower needs, and helping the company drive a mindset

of digital transformation - all with the goal of supporting substantial business growth.

“Speaking regularly to industry peers, I know that many people have felt neglected in terms of customer service. But the support we have received from Polly has been exemplary,” concluded Sailor. “Every time we reach out, the team answers our questions straight away. They always take our feedback into consideration and have been extremely accommodating in either adding to the platform or helping us digest data in new ways. I know that the team will be there to provide support as our business continues to evolve.”

“If there is one thing that our customer partners can be sure of, it’s that Polly will always - always - work with you to ensure that our solution is right for your business. That unyielding dedication to long-term customer success is at our core and it is something that we pride ourselves on,” explained Adam Carmel, Founder and Chief Executive Officer of Polly. “This is also what has enabled us to build such a strong partnership with Homespire Mortgage. They continue to push the boundaries of what is possible with technology across the mortgage vertical and their growth is a strong testament to that. Polly is proud to deliver the best technology and highest degree of service to Homespire Mortgage along that journey.”