

## Client Background

\$23 billion in assets and holds a large lending footprint in the United States.

## Challenge

- Customers want their money quicker, so client was looking for a way to facilitate that need.
- Client understands customers don't know the difference between a FirstClose Report and full-title report. Customers just want an expedient way to get their money, which can serve both the client and other institutions involved in any transaction.
- Client wanted to make better use of MeridianLink (formally CRIF Lending Solutions), which FirstClose integrates with; the combination is a more beneficial software solution. Data is auto-populated directly back into client's loan origination system (LOS).

## Why Client Chose FirstClose

Client liked streamlined approach and ability to interface with FirstClose leaders.

## Results

- Client has saved well over \$1 million through using FirstClose.
- Turn-time has dropped almost seven days.
- Days-to-close numbers have gone from 40 days to about 30 days.
- Client was able to get immediate feedback through initial FirstClose Report; received good assessment of property.
- Using FirstClose products helped client-customer connection get stronger as borrower makes application, wants funds as fast as possible, and now gets it done more quickly.



**You know, our customer service is the most important thing in our industry. As I said, banks, you know, generally offer the same thing. For a consumer, it's really looking at what's going to be convenient for them and really the least amount of friction and that's really what anyone is looking for in their banking. They generally don't want to come and sit down and spend a lot of time dealing with the banker.**

### Client Testimonial

This is an actual representation of a current client and data which the client shared. Without exploiting their identity, FirstClose would like to share authentic results which represent the effectiveness of our product.