

GEM Mortgage realizes the power of paperless processing.



“Xerox Mortgage Services is exemplary. Everything has a sense of urgency. Bar none, they are head and shoulders above most other customer service companies we use.”

– Rebecca Wegman
EVP and COO
GEM Mortgage

Background

Founded in 1986, GEM Mortgage is a mortgage banker that has grown to approximately 40 retail branches in California, Washington, Arizona and Nevada. GEM Mortgage supplies loans for single-family residences and one- to four-unit multifamily properties. It is approximately 90 percent retail with one wholesale branch in Northern California. GEM Mortgage works with about 22 investors and currently originates in excess of \$140 million in loans a month.

The Challenge

GEM Mortgage began looking for a solution to address an internal storage problem. Because the company is licensed by the Department of Corporations, GEM Mortgage is required to keep files for five years and at the rate of 8,000 to 10,000 loans a year, storage was rapidly becoming a problem.

After initial research into industry solutions, such as electronic collaboration, GEM Mortgage discovered that BlitzDocs® from Xerox could potentially offer more than just storage. Management determined that it would most definitely meet its storage needs, but they saw other ways where they could use the solution to increase efficiencies and operate their business more cost-effectively.

“It (BlitzDocs) really got our creative juices flowing on how we could use it to make our lives more efficient in our company,” said Rebecca Wegman, executive vice president and chief operating officer. “It certainly would have solved our storage solution, but once we explored the solution more, we decided that we would use it for paperless underwriting and closing, too. Our branches would have immediate access to files and conditions electronically using the Internet, and we would no longer have to wait for something via fax or overnight bag.”

Better, faster delivery.

Improved competitive edge.

The Solution

“We chose BlitzDocs® because we liked the origination and underwriting perspective of it but also the fact that it supported a front-to-back-end kind of workflow to enhance the mortgage process,” Wegman continued.

GEM Mortgage management embraced the idea of a paperless solution and chose to initially roll BlitzDocs out at the corporate level. After a process-mapping session and workflow consideration, a representative came out to provide in-depth training to corporate employees on the solution. Then we developed a rollout plan to get the solution out to branches. To ensure buy-in, we supplied branch managers with scanners and we held either group or individual training sessions. After we left, the branch had a week to get on board and its files were required to be imaged from that point on. It took us about 120 days to get all the branches up and using the solution.

“At first, some branches struggled with the idea of change. But once they used it for a few weeks, they realized the tremendous advantage: time savings and efficiencies. These branches are now the biggest proponents.” Now when a new branch is opened, it is provided with a scanner and set up on the solution from the beginning. Best of all, use of BlitzDocs paperless solutions is now a key selling tool to recruit new branches. With the solution fully implemented, files from canceled and brokered-out files are kept in the BlitzDocs electronic loan folders as well as a monthly report to verify that all loan numbers created in the operating systems have an associated BlitzDocs folder.

The Results

GEM Mortgage has experienced exciting results directly attributed to the implementation of BlitzDocs. The greatest benefit has been in the added efficiencies. Wegman commented, “We are currently able to electronically ship files to our investors, and it has made a huge difference in our staffing and overall efficiency. Additionally, we were able to reallocate resources in our shipping department.”

Another benefit has been turnaround time. Branches can now guarantee overnight service because they no longer have to physically send underwriting files. Scanning and imaging has also allowed GEM Mortgage to reduce the number of copy machines in the office from 10 to three, providing tremendous savings in maintenance, supplies and monthly copier fees. Management at GEM Mortgage believes that because of BlitzDocs solutions, the company is able to provide a higher level of customer service to its clients. Once a client has signed its documents, GEM Mortgage can have the appropriate person review the documents immediately. “It’s definitely a value because not many people at our level of competition are doing this.”

The Future

GEM Mortgage is strategically positioning itself to provide electronic closing, although the company believes there are obstacles to overcome first. GEM Mortgage believes in the importance of staying abreast of technology and is comfortable with imaged files and electronic transfers because, according to management, the industry will end up there and the company must be ready to easily provide those capabilities. With BlitzDocs Collaboration Suite, GEM Mortgage has taken the first critical step, bringing it a competitive advantage through the use of paperless technology.

Case Study Snapshot

The Challenge

- Internal document storage was rapidly shrinking
- Company wanted to operate business more efficiently and cost-effectively

The Solution

- BlitzDocs Collaboration Suite provided new electronic collaboration for better, faster processing
- Enabled immediate access to loan files for underwriting and closing

The Results

- Seamlessly solved document storage issues
- Reduced number of copiers for substantial savings in maintenance, supplies and monthly fees
- Improved turnaround times and responsiveness for better customer service
- Created new paperless technology efficiencies that were greatly appreciated by employees

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For more information on how we help mortgage companies, visit www.xerox.com.

