



Highest rated title insurer since 1992.

[Learn More](#)

[: ADVERTISE](#) [:: FAQ](#) [:: CONTACT](#)

(11.140.129.56) [Email this page](#)

- [:: Home](#)
- [:: Mortgage Grapevine](#)
- [:: Origination News](#)
- [:: Mortgage Marketing](#)
- [:: What We're Hearing](#)
- [:: Legal Corner](#)
- [:: The Loan Expert](#)
- [:: LO Formula](#)
- [:: Reverse Mortgage Success](#)
- [:: Marketing/Lead Generation](#)
- [:: Loan Programs](#)
- [:: Reverse Mortgages](#)
- [:: Origination Technology](#)
- [:: Fraud and Prevention](#)
- [:: Making the Sale](#)
- [:: Buyer's Guide](#)
- [:: Conferences](#)
- [:: Special Reports](#)
- [:: Docs & Tools](#)
- [:: Technology News](#)
- [:: Archive](#)
- [:: Classified](#)
- [:: Origination Fundamentals](#)
- Related Sites**
- [:: National Mortgage News](#)

## Origination Technology

February 4, 2010

### Vendors Team Up to Speed Information Flow

By Anthony Garritano



Anthony Garritano

SAN DIEGO - Realizing the need for brokers to get a borrower locked into a loan as quickly and efficiently as possible, origination vendor Del Mar DataTrac Inc. here has integrated with pricing and decisioning vendor LoanSifter.

This combination enables the transfer of borrower and loan information bi-directionally between the two systems, allowing a user to create a borrower file in LoanSifter, DataTrac, or other point of sale loan origination software tools. Within LoanSifter, the loan can be priced out and submitted to the lock desk. Lock Desk Managers can instantly price and reprice loans as they are being submitted to the secondary marketing desk, ensuring maximum revenue on every transaction.

In addition, LoanSifter provides the option to automatically sync these files for changes occurring on either system, flowing bi-directionally between both systems on all updates. When this sync occurs, users from the secondary marketing desk as well as the originators are optionally notified via e-mail about exact updates made to the loan file.

"It is important that mission critical systems work like a team, communicating with one another, sharing and updating data," said Del Mar DataTrac president Rob Katz. "This integration vastly improves access to LoanSifter's product and pricing engine and marketing services on which they rely for accurate pricing, as well as long term borrower loyalty."

Using built-in permissions, the integration also has the ability to select which users are able to sync data to DataTrac to help preserve the database of record. LoanSifter supports DataTrac users' set-up of loan programs generically or by investor, with LoanSifter

Own your own mortgage acceleration software

Face the Future with Knowledge  
attend the  
27th Annual Regional Conference of Mortgage Bankers Associations  
March 14 - 19, 2010  
Trump Taj Mahal, Atlantic City, NJ  
[www.mbanj.com](http://www.mbanj.com)

**Mortgage Banking Branch Programs For Professionals**

**DocMagic**  
You need mortgage document solutions...  
And we've got them.

- [:: MortgageStats](#)
- [:: Mortgage Servicing News](#)
- [:: Mortgage Technology](#)
- [:: WeirdLoans](#)

pulling investor names from DataTrac investor tables to correlate loan programs in both systems. LoanSifter can ensure the proper loan program and investor are populated in DataTrac on rate lock requests. LoanSifter imports loan program parameters into DataTrac.

Other origination technology columns.



© 2009 SourceMedia, Inc. SourceMedia is an [Investcorp](#) company. All rights reserved.  
 For **technical support** e-mail Georgiana Lee, [webmaster@brokeruniverse.com](mailto:webmaster@brokeruniverse.com).  
 For reprints, call Denise Petratos at 212-803-6557.  
[Privacy Policy](#)  
 11.140.129.56

