

# PRESS RELEASE

## LenderHomePage.com Launches Highly-Anticipated Loanzify POS – Extends Exclusive Offer to 2,000+ Founding Customers

*Loanzify POS delights Borrowers and Loan Officers alike by offering a “Simplified” Digital Mortgage experience.*

**Santa Ana California, September 23, 2019** --- LenderHomePage.com, the leading provider of Mortgage Websites, Mobile Apps, and Marketing & Branding tools for mortgage professionals, today announced the release of its long-awaited Digital Mortgage Point-of-Sale System, Loanzify POS. Connected seamlessly via a Single-Sign-On to the rest of LenderHomePage’s product suite, Loanzify POS complements the company’s harmonious Digital Mortgage Ecosystem.

As a single-source vendor for the Website, Online application, Mobile app, and now digital POS, LenderHomePage is able to significantly slash the cost of customer acquisition and loan manufacturing, while simultaneously enhancing the Borrower journey and the Loan Officer experience.

“There’s a lot that happens before the Borrower finally decides to click on that application link which is quite often overlooked. Whether it is engagement through the website, mobile app, chat, online reviews or social media channels, our platform offers the unique capability to integrate that all in a streamlined and cohesive brand experience for our customers,” says Rocky Foroutan, CEO of LenderHomePage.com.

Loanzify POS features include an intuitive and smart 1003 application, robust document collection and organization, Day-1 Certainty verification of assets, credit pull, adaptive buyer timeline, real-time conversations, and loan history hub. The Loanzify POS platform is fully customizable to any brand, integrates with LOS, CRM, PPE, and CRA’s, and offers third-party partner support for Realtors, Escrow, and Title stakeholders. The product also offers enterprise-grade reporting with business insights, ADA compliance, multi-language support, and advanced security.

“Our customers are our most valuable asset and as a way of thanking them for their support and product feedback, we’re making Loanzify POS available exclusively to them for the first 90 days. We call this our “Founders’ Launch”. This will ensure our Founders get the highest level of service and onboarding support as well as customizations at a discounted price - for life,” continued Foroutan.

LenderHomePage.com will be exhibiting in Kiosk K209 at the Digital Mortgage 2019 Conference & Expo, September 23 – 24 in Las Vegas at the Wynn Resort. To learn more, visit the booth or contact the company to arrange a meeting time: [sales@lenderhomepage.com](mailto:sales@lenderhomepage.com).

**About LenderHomePage.com:**

Founded in 2003 and headquartered in Santa Ana, California, LenderHomePage.com is the leading provider of a secure and compliant cloud-based digital mortgage platform that powers lender websites, mobile apps, and mortgage POS solutions. Mortgage lenders of all sizes use LenderHomePage.com's customizable and scalable solutions to enhance borrower experience, streamline the mortgage process, and increase Loan Officer productivity and efficiency.