

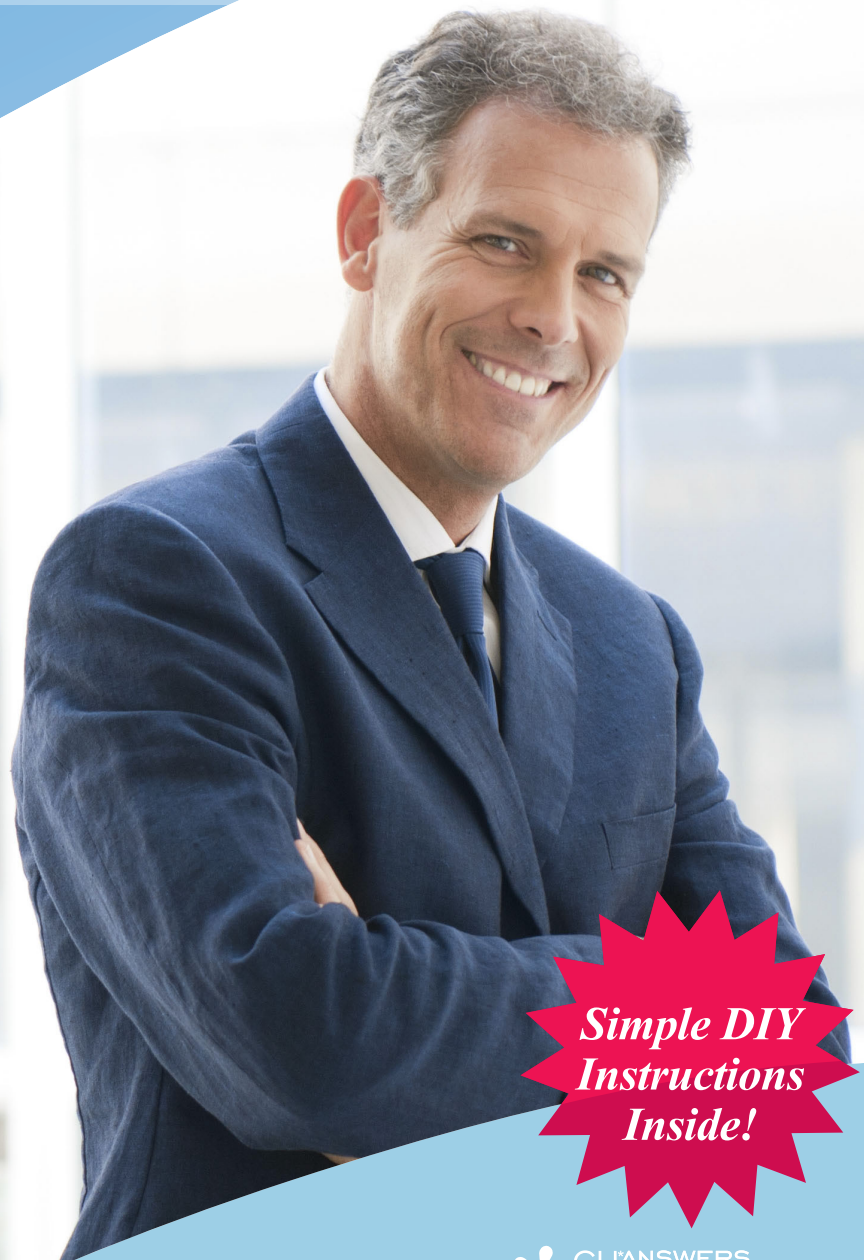
# Building the Factory

## WHAT TO DO WITH ABANDONED APPLICATIONS?

Find out how to  
**FOLLOW UP ON  
ABANDONED  
APPLICATIONS!**

**DON'T HAVE THE TIME  
OR MANPOWER?**

**Xtend** can do it  
for you!



*Simple DIY  
Instructions  
Inside!*

# Building the Factory

## Vol. 29: Recover Abandoned Mortgage Applications

This document, like the other volumes in this series is intended to help credit unions manufacture opportunity. This volume is slightly different as it deals with the Mortgage Cadence website. These steps also will take the user from the very beginning point all the way through to the end of the process and the evaluation of the efforts.

### Opportunity Analysis

Do you have abandoned mortgage applications? If so, why would you want to leave this money on the table? The purpose of this report is to manage applications that the member starts but doesn't finish.

This report lists all of the Loan Applications started by not completed on the Accenture Mortgage Cadence Loan Fulfillment Center - Member Loan Portal. This is an opportunity for the CU to capture existing members' mortgage business, whether for new purchase business, a refinance, or a home equity or HELOC. It is critical that the applications are monitored and followed-up on in a timely manner.

You can take it upon yourself and follow the step by step instructions in the subsequent pages.

-OR-

You can contact Xtend at 800-327-3478 or [info@xtendcu.com](mailto:info@xtendcu.com) and they will handle everything for you.

## Getting Started

There are two sides to the platform—the applications entered by the member on the Consumer Site or applications entered by the Loan Officer in the Loan Officer Workbench. There are also loan Alerts that may be configured in the platform to send an email notification that a member has started but not completed a new application. These alerts either go to the Loan Officer assigned to the loan or a general group email. The report allows management to review abandoned applications, assign to a loan officer and make sure they are handled timely.

## Run the Abandoned Apps Report

1. Click the Web Admin link in the navigation bar.
2. From the Web Admin, click Site Reporting in the navigation bar.

3. Click the Abandoned Apps Report in the left-menu pane.

4. Specify the Begin Date and End Date for the report. Avoid large reporting periods (greater than 30 days) to reduce the time required to run the report.

5. For Mortgage Cadence clients that service more than one institution, the results can be limited to one or more institutions. Hold down the Ctrl key on your keyboard while clicking the preferred institutions to select multiple institutions.

6. Select one of the following:

- Select Loan Status to restrict results to a specific Loan Status. Loan status generally refers to the status of the loan within the Mortgage Cadence Loan Fulfillment Center workflow.
- Select Loan Purpose to restrict results to a specific Loan Purpose. The options in this list will be limited to those made available in the Loan Purpose Options Enabled Editor.

7. Choose whether to include borrower Social Security Numbers in the report.

8. Once all report parameters have been entered, click the Run Report button to view the results.

9. By default, this report is sorted by borrower name. Sort the report by clicking on any column heading. Clicking once will sort the results in ascending order by the values in that column. Click again to re-sort the results in descending order by the same values.

10. Alternatively, the report results can be extracted into a separate file. Please see attached instructions to complete this process.

The screenshot shows the 'Abandoned Apps Report' form. It has several sections for filtering results:

- Begin Date:** 3/4/2008
- End Date:** 3/4/2008
- Institution(s):** A list of institutions with checkboxes, including PA 7.4 Parent, A Institution, Broker Child Site 1, Broker Child Site 2, Broker Institution, Correspondent Child Site 1, Correspondent Child Site 2, Correspondent Lender, Dashboard, Dashboard 1, and E2 Credit Union. All are checked.
- Loan Status(s):** A list of loan statuses with checkboxes, including Incomplete, Property TBD, Initial Loan Setup, Initial Member Contact, Order Out, UW Conditions, Go To Close, Processing, Funding Request Received, Underwriting, and Funding Request Approved. All are checked.
- Loan Purpose(s):** A list of loan purposes with checkboxes, including Construction, Construction-Permanent, Purchase, Refinance, and Second Mortgage. All are checked.
- Include SSN(s):** Radio buttons for Yes and No. 'No' is selected.
- Buttons:** 'Run Report' and 'Extract Report' at the bottom right.

# Working with the Abandoned Apps Report Results

Abandoned Apps Report														
Reporting Period: 1/31/2008 through 1/31/2008														
Name	Loan ID	Address	Phone Number	Email Address	Birth Date	Joint Credit	Institution	Loan Status	Last Page Viewed	Credit Report Ordered	Loan Purpose	Product	Date Created	Consumer Application
Bulder, Suzi	1189	5404 Pawnee Trail Louisville KY, 40207	(555) 555-5555	garbage@dexma.com	7/7/1977	No	PA 7.4 Parent	Incomplete	Property	Yes	Purchase		1/31/2008 8:23:57 AM	Yes
Bulder, Suzi	1196	5404 Pawnee Trail Louisville KY, 40207	(555) 555-5555	garbage@dexma.com	7/7/1977	No	PA 7.4 Parent	Canceled	Property	Yes	Second Mortgage		1/31/2008 10:10:03 AM	Yes
Bulder, Suzi	1203	5404 Pawnee Trail Louisville KY, 40207	(555) 555-5555	test@test.com	7/1/1945	No	MW TEST INSTITUTION	Incomplete	Government	Yes	Purchase		2/1/2008 10:26:09 AM	No
Bulder, Suzi	1204	5404 Pawnee Trail Louisville KY, 40207	(555) 555-5555	test@test.com	7/1/1944	No	PA 7.4 Parent	Incomplete	Government	Yes	Purchase		2/1/2008 10:39:44 AM	Yes

**Name** is the name for the primary borrower on the Loan Application.

**Loan ID** is the internal identification number that identifies the Loan Application that was updated.

**Address** is the address of the primary borrower on the Loan Application.

**Phone Number** is the borrower's phone number.

**Email Address** is the borrower's email address.

**SSN** is used to select borrower's social security number.

**Birth Date** is the borrower's date of birth.

**Joint Credit** is used when the loan was applied for with joint credit.

**Institution** is used when Mortgage Cadence has more than one institution, select the institution in which the application started.

**Last Screen Viewed** is the last screen the borrower viewed in the application. This does not necessarily mean that the screen shown is the last one the borrower completed.

- If the borrower logs back into the Loan Application, the screen displayed in this column will be the one the borrower last viewed, not necessarily the last screen he or she completed.
- If the borrower does not go any further, About You would be displayed in this column even though he or she might have gone as far as the Government screen previously.

**Credit Report Ordered** is used when a credit report is ordered for the application.

**Loan Purpose** indicates whether the Loan Application is for a purchase, refinance, home equity loan, etc.

**Product** is the description of the product selected by the borrower.

**Date Created** is the date the Loan Application was first created.

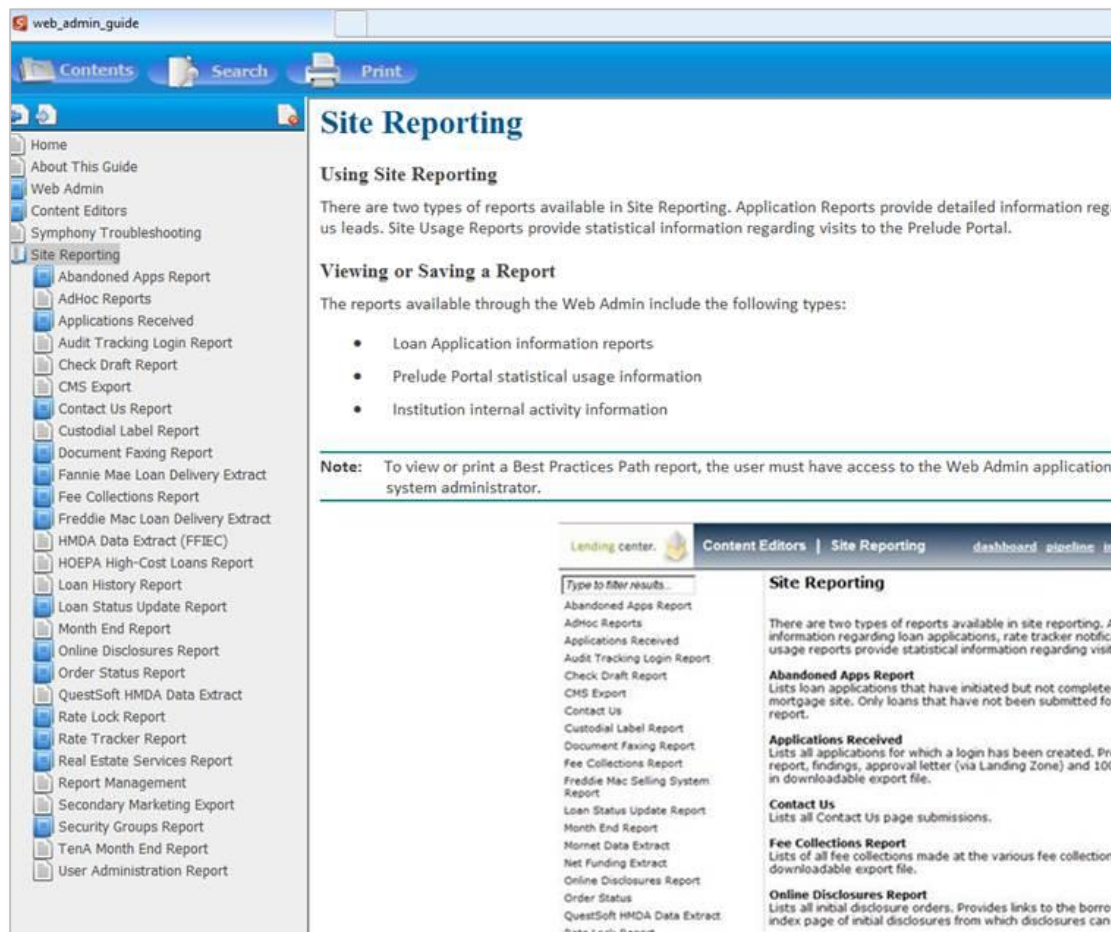
**Consumer Application** is a Yes or No selection. Yes indicates that the application was initiated using the Mortgage Cadence Member Portal. No indicates that the application was initiated using the loan officer application.

## How to Access Site Reporting:

The standard reports that are available in the Mortgage Cadence Loan Fulfillment Center may be accessed under “Site Reporting” are described below;

Site Reporting > Click on the help button > The Loan Fulfillment Center Manual > Site Reporting

This will give you a detailed description for each of the available reports in the Loan Fulfillment Center.

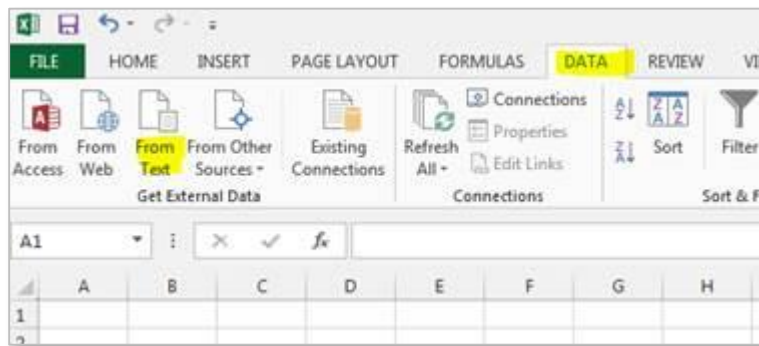


You also have the option to extract a report and import the data into an excel spreadsheet utilizing the following instructions:

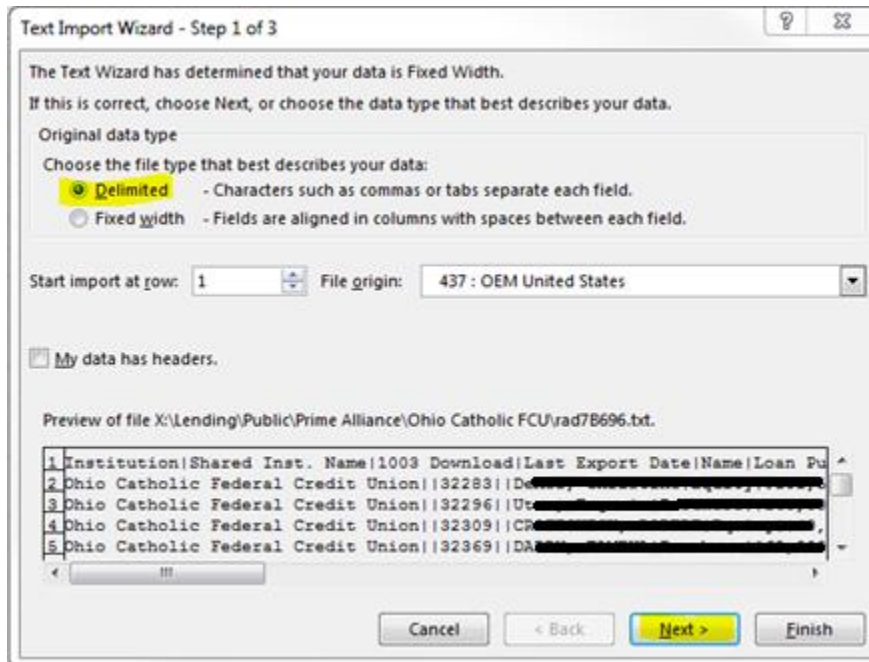
1. Save extracted file



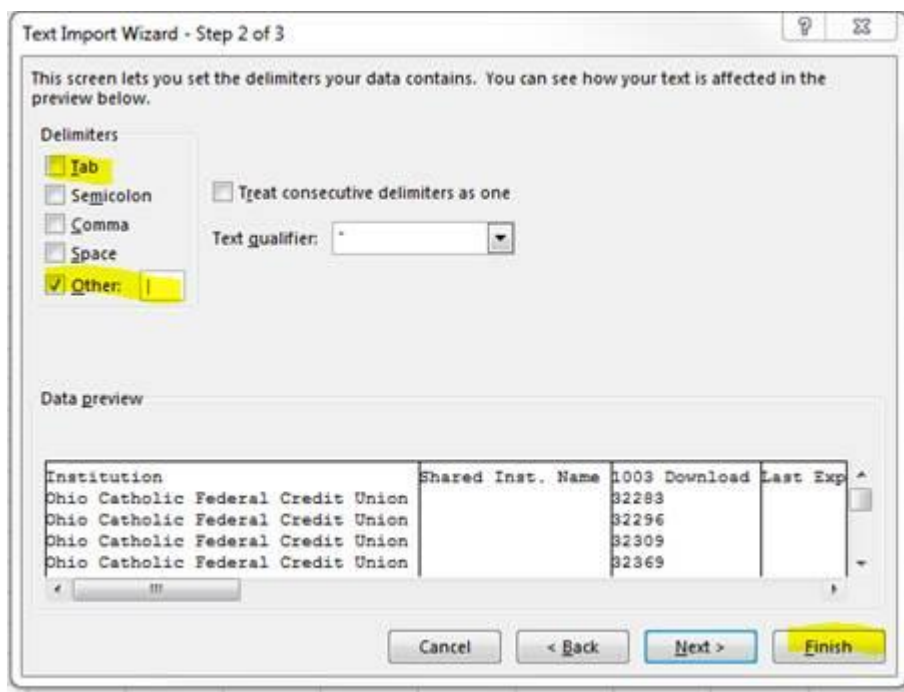
2. Open Excel, blank workbook
3. "Data" tab, "From Text"



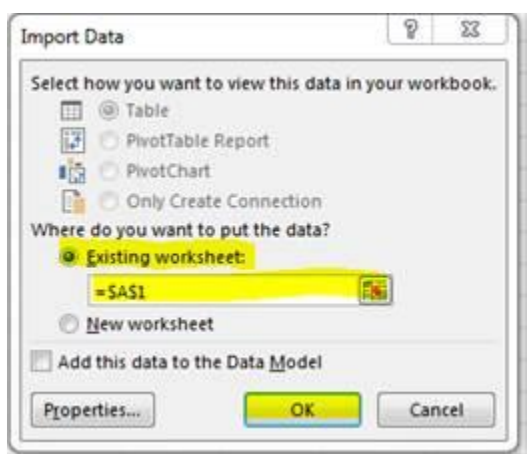
4. Select Saved file
5. Text Import Wizard-Step 1: select "Delimited", then hit Next



6. Text Import Wizard-Step 2: Unselect "Tab", and Select "Other" as Delimiter, and type the "|" in the blank field (=Shift-Backslash)
7. Click "Finish"



8. Import Data, OK:



This will bring the data in the Excel spreadsheet in proper columns.

## How Do I Follow Up and See My Results?

It is highly recommend that this report is run daily basis as member are likely to seek out another financial institution if they do not hear back in a timely manner. However, if daily report monitoring is not possible, this should be checked bi-weekly or weekly at a minimum. Remember, members aren't going to be waiting long—time is of the essence on this one.

# Campaign Form



Don't have time to complete this or another campaign yourself? Let Xtend do the work for you. Assuring we meet and exceed your expectations is very important to us. The information below will be utilized for quality assurance purposes. This form serves as your formal written consent for Xtend to deliver messages using the CU\*BASE Member Connect Program on your behalf. Once completed please return to the Business Support Representative Team via email to [info@xtendcu.com](mailto:info@xtendcu.com)

☐ I agree to all of the terms & conditions of this Member Connect message request, as specified above.

<b>Credit Union Name</b>		<b>Date Submitted</b>	
<b>CU #</b>		<b>Employee Name</b>	
<b>CU ID</b>		<b>Email Address</b>	

<b>Campaign Topic</b>	_____ (Example: Auto Loans)
<b>Campaign Date</b> (Preferred Option week - 1)	Week of _____
<b>Campaign Date</b> (Preferred Option week - 2)	Week of _____

## Form of Outbound Communication

Outbound Calls	<input type="checkbox"/> Yes <input type="checkbox"/> No	<b>It's Me 247</b> Online Banking Secure Message	<input type="checkbox"/> Yes <input type="checkbox"/> No
Email Message	<input type="checkbox"/> Yes <input type="checkbox"/> No	Lobby Banners	<input type="checkbox"/> Yes <input type="checkbox"/> No
OBC Post (only available for Member Reach clients)	<input type="checkbox"/> Yes <input type="checkbox"/> No	Mailer	<input type="checkbox"/> Yes <input type="checkbox"/> No





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