

# HOW ROYAL UNITED MORTGAGE ENHANCED THE BORROWER EXPERIENCE & INCREASED PROFITABILITY



## COMPANY PROFILE

Royal United Mortgage LLC is based in Indianapolis, IN, and averages approximately \$114.9 million in loan volume per month. The company maintains a strong focus on educating borrowers and delivering top-notch service.

## BENEFITS

- Access to better borrower-specific rates
- 5+ hours per week saved with custom reports
- Per loan revenue up 7% on average
- Hedge revenue up +\$500,000 annually
- Enhanced process efficiencies

## AT-A-GLANCE

Royal United Mortgage LLC initially transitioned to Optimal Blue's Product & Pricing Solution in 2018. After a collaborative and successful migration, the company began to evaluate other potential opportunities to accelerate their business by leveraging Optimal Blue's full suite of end-to-end secondary marketing solutions to improve workflows and financial transparency, without disrupting the borrower experience.

## THE DETAILS

### Borrower pricing goals & competitive financing

Royal United LLC serves a unique customer base. With the average loan typically only half of what the market demands, the company found itself with limited access to investor pricing which resulted in higher rates. Key executives recognized the need to gain access to additional investors so they could create a more competitive offering, but also realized that this transition was not feasible with current resources.

"In order for Royal United to provide the personalized care our borrowers expect and deserve, we had to assess the gaps in our loan processes," explained Nolan Pearson, Chief Financial Officer at Royal United Mortgage LLC. "At that time, we relied heavily on manual practices and very quickly recognized that a shift to Optimal Blue's fully automated solution would better position us to meet our company's goals over the next decade."

Upon implementing Optimal Blue's advanced Product & Pricing Solution, Royal United was able to easily access and manage pricing from all desired investor partners within one system. This enabled the company to locate the best-fit option and rates based on the

unique characteristics of each borrower scenario, so they could confidently present the lowest and most accurate pricing calculations each and every time.

"Previously, our loan advisors were operating under difficult circumstances," said Pearson. "With Optimal Blue, they are now fully equipped to satisfy the distinct needs of our market segment. Their ability to present all pricing options available elevates the borrower experience and ultimately, helps our loan advisors win more business."

### Unified system delivers process improvements & profitability

Quickly after realizing the myriad of workflow efficiencies that the Product & Pricing Solution produced, Royal United made the decision to also leverage Optimal Blue's Hedge Analytics and Loan Trading Solutions. There is considerable value in a unified technology platform, and an end-to-end platform would enable Royal United to finally eliminate manual hedging and trading processes, as well as outdated reporting that collectively hindered pipeline positioning and clouded executive decisioning.

"We experienced a dramatic improvement with Optimal Blue's analyst team," said Pearson. "They are seasoned, very knowledgeable professionals that

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**Nolan Pearson**  
Chief Financial Officer

completed our transition swiftly, with very little effort and demand of our time.” By combining the expertise of Royal United’s secondary team and Optimal Blue’s experienced staff, processes were quickly put in place to allow for better pipeline management using the latest and most accurate methodologies to achieve maximum results.

Locked loans are now automatically synced into the risk profile, increasing overall transparency of the company’s loan pipeline, maintaining high efficiency across the entire secondary marketing process. All loan trade and reconciliation functions are managed within the Loan Trading Solution, enabling Royal United to achieve the most profitable trade options and further, eliminate the antiquated process of emailing bulk bids.

Equally advantageous, Royal United now saves multiple hours per week processing bids with ready-to-sell loans that advance directly through the system. Bids are not only exposed to the investors Royal United is contracted with, but also to non-contracted investors so that they too can participate in the bid process. This level of visibility casts a wider net and now returns the most profitable executions.

“We have eliminated manual data handling and spreadsheet tracking to take our trade operations to an entirely new level. We base our decisions on the most favorable result—which surprisingly, can also be best efforts. The system is pretty slick!”

## CONCLUSION

To conclude, the decision to partner with Optimal Blue allowed Royal United to reevaluate their strategies and overall approach to profitability, while simultaneously exceeding borrower expectations and maintaining their high standard of service. As a result of heightened visibility into their operations, Royal United cites an average increase in per loan revenue of 7% and upwards of \$500,000 in additional revenue annually.

“The advantage of working with Optimal Blue continues to scale and it’s incredible to see what we’ve been able to achieve,” notes Pearson. “We are better positioned—now more than ever—to address our primary and secondary market needs and ultimately achieve our maximum revenue potential.”

## Flexible, on-demand reports release new benefits

From the very beginning of their discussions with Optimal Blue, Royal United shared their desire for tailored reports that would supplement revenue decisions across the organization. The company felt strongly that it was critical to pivot away from canned, stale data that provided little value to key decision makers. A plan was devised to create custom, interactive reports that could be accessed on demand and draw directly from historical PPE data to improve the accuracy of reporting efforts.

This shift in reporting would provide complete visibility into Royal United’s business. “Highly granular reporting capabilities have enabled us to determine the true value of each investor,” explained Pearson. “We needed a more complete picture of organizational activity so we could go beyond the simple metric of *‘percent of total business’* that was providing little value. We got there with Optimal Blue.”

An updated suite of configurable reports—customized to Royal United’s key metric indicators—are now used to determine the company’s best course of action. The ability to make decisive and timely decisions has not only saved Royal United more than 5 hours per week but has favorably impacted their bottom line.

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