

Residential Home Funding Corp. Leverages Total Expert to Cultivate Stronger Customer Relationships

The Total Expert Marketing Operating System® (MOS) accelerates marketing and sales efforts with personalized, automated engagement – at scale.



Parsippany-Troy Hills, Feb 27, 2019 (Issuewire.com) - Residential Home Funding Corp., a correspondent mortgage banker based out of New Jersey, will deploy the [Total Expert Marketing Operating System® \(MOS\)](http://Total Expert Marketing Operating System® (MOS)) – empowering loan officers with a best-in-class marketing and sales solution to personalize the customer experience. Residential Home Funding Corp. producers will have access to a suite of fully customizable content and campaigns to increase engagement and deepen relationships with customers, prospects and partners.

“The Total Expert MOS provides our loan officers with the functionality they need to deploy relevant, consistent messaging to their contacts and expand their co-marketing efforts from one centralized platform,” said Georganne Benvenuti, Marketing Director at Residential Home Funding Corp. “We were looking for an updated solution to meet the evolving needs of consumers and offer them a simplified and personalized customer experience. Total Expert’s robust partner ecosystem solidified the potential to truly take our marketing efforts to the next level.”

The loan officers at Residential Home Funding Corp. will harness consumer data and intelligent automation within the Total Expert MOS to stay front and center with their prospects, customers and co-marketing partners. Producers can leverage pre-built content or create their own to meet the unique needs of their audiences.

“At Total Expert, we strive to enhance the customer journey and combine tech and personal touch to humanize complex financial transactions again,” said Sue Woodard, Chief Customer Officer at Total Expert. “We are proud to partner with Residential Home Funding Corp. to empower their loan officers to deliver the best lending experience possible and grow with them as consumer expectations continue to evolve.”

ABOUT TOTAL EXPERT, INC.

Total Expert is a fintech software pioneer of the first modern, enterprise-level Marketing Operating System (MOS) that enables lending and financial services firms to create customers for life by blending human relationships with digital simplicity. We power marketing and revenue growth for 10% of \$2 trillion per year U.S. mortgage industry, and ensure banks and lenders stay ahead of how consumers expect to communicate, shop, and manage their financial lives in the digital/social era. For more information, visit totalexpert.com.

ABOUT RESIDENTIAL HOME FUNDING CORP.

Established in 2000, RHFC is a large mortgage lender that doesn't act like one. As one of the top correspondent mortgage bankers in America*, they are licensed direct lenders in 13 states including CT, DC, DE, FL, GA, MD, NC, NJ, NY, PA, SC, TX and VA, while still treating each and every customer like family. RHFC funds all types of transactions such as basic residential purchases, refinances investment properties, construction loans, mixed-use, and more. RHFC is a direct FNMA lender and also originates FHA, USDA and VA loans to NJ and beyond. Their customers love them because of their personalized lending process, competitive rates, and quick mortgage process.

At Residential Home Funding, there is a mortgage loan custom suited for almost every borrower, having built their reputation on service and efficiency. The company's operational headquarters are located in Parsippany, NJ with 16 locations across the state. As of January 2019, Residential Home Funding Corp. has nearly five hundred employees and were called one of the top mortgage employers by National Mortgage Employer Magazine.

*In 2016, they were named on the list of the Top 100 Mortgage Bankers in America for the fifth time. This list is compiled by Mortgage Executive Magazine annually, ranking companies not only by their total volume, but also crediting them as "high performing" in periods of uncertainty.

For more information on Residential Home Funding Corp. visit www.rhfunding.com

We Do Business in Accordance with the Federal Fair Housing Law. NMLS # 34973



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