

LendCRM Offers A Holistic Approach to Cloud-based Loan Origination and Services



LendCRM

Houston, Texas Aug 30, 2023 ([Issuewire.com](https://www.issuewire.com)) - Loan generation software offers a simplified and streamlined process of loan origination with sophisticated analytics and cutting-edge technologies. The entire system of loan application including the information validation provided by the applicants, evaluation of creditworthiness, and estimation of risks associated with approving a loan should not be a manual and time-consuming deal. To make the entire process highly streamlined and automated, LendCRM offers an end-to-end cloud-based loan origination and servicing application integrated with scalable and robust CRM features, completely customized to the lender's needs.

“According to the forecast and recent analysis period of 2021 to 2028, the overall market of loan origination applications is expected to grow at a CAGR of 14.8% and reach a total value of around \$10760 million”- Swami Addagalla. The investor, CEO, and co-founder of LendCRM, continued -“Here we are strongly focusing on making our loan origination process more advanced and scalable than other players in the market by strongly complying with SOC/AICPA and having a highly scalable hosting support from Amazon Web Services”

Many financial institutions still experience various loan origination challenges like too many emails, tracking clients, keeping loan tracks by types, uploading, saving and filtering documents, servicing, third-

party applications, and many other things.

“At LendCRM, our motto is to offer financial businesses customizable software to leverage the benefits of robust CRM, email marketing and tools at one single platform”-said Swami Addagalla.

The Loan Origination process offered by LendCRM allows business to tailor their process completely enabling them to determine the loan pricing and underwriting.

LendCRM’s loan servicing includes automated payments, reports, and asset reports. Currently, LendCRM’s CRM help businesses handle lead and affiliate management, document and contract management, email marketing, point-of-sale portals, and productivity tools. At present, LendCRM aims to streamline the entire loan origination, while strengthening communication and lowering the overall cost of lending.

“Our software enables lenders and brokers to originate loans in Fix & Flip, Bridge, Ground - Up Construction, Rental/DSCR, Portfolio, Multi Family & Mixed-use Loan Programs from scratch and manage the entire loan life cycle efficiently”-said Mr. Swami-“We offer loan servicing that help lenders and brokers manage loan tapes, verify bank statements and collect one-time payments”

Presently, LendCRM is offering “added value” businesses incentives for subscribing to LendCRM, such as marketing on their digital platforms at no additional costs.

Due to the high-security and data privacy rules imposed by the government authorities, more and more financial organizations are now depending on loan origination applications like LendCRM and that’s why LendCRM has been adding new features for the customers. Visit our website & schedule a FREE Product Demo at www.LendCRM.com or you can contact:

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