



June 02, 2014

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GMH Mortgage Services Chooses Vantage Production's CRM Platform to Help Boost Purchase Loan Volume

Vantage Production's VIP is a key tool in PA-based mortgage lender's growth plan

Holmdel, NJ and Conshohocken, PA – June 2, 2014 – Vantage Production, LLC, a leading innovator in customer relationship management (CRM), marketing, sales and content solutions, announced that its Vantage Integrated ProductionSM (VIP) solution has been selected by GMH Mortgage Services (GMH) to help boost its purchase origination volume through relationships with referral partners, including builders, real estate and affinity professionals. GMH will leverage VIP's advanced lead management, marketing and CRM capabilities to maximize the company's loan production velocity in its retail origination platform.

Founded in 2008, Conshohocken, Pennsylvania-based GMH operates in more than 25 states with an additional 15 states pending licensing approval. The company is strategically increasing its footprint and has recently added a construction financing division to help bolster its broad product mix offering in the retail platform. GMH has also recently launched a wholesale mortgage platform (GMH Wholesale) and has continued building out its consumer direct channel. GMH sought to expand its diverse customer relationship management capabilities in order to facilitate the company's objective to expand its reach in strategic markets and continue its impressive record of success.

"We were looking for an innovative and accretive means to put our loan officers in the best position to succeed in this challenging origination marketplace," said Joseph Macchione, President and CEO of GMH Mortgage Services. "As a platform integrated with our origination LOS, VIP allows us to maximize our marketing investment by supporting our front-end sales machine while providing access to campaigns populated with loan-level detail to help our borrowers through the loan process, all of which is the key to our success.

"Teaming up with Vantage Production will give the lenders we work with an even deeper, more insightful view into a consumer's financial situation," said Craig Crabtree, SVP of Mortgage Services, Equifax. "By leveraging their platform and our robust credit information, we can empower lenders to confidently offer borrowers the terms that best suit their needs for a mortgage."

With roughly 85% of its current originations being purchase loans, it is top priority for the company to keep its referral base of valued real estate, builder and affinity partners and customers happy. "With VIP, our loan officers can create very powerful marketing and customer care campaigns that are highly targeted to borrower needs and that make our referral partners proud to be aligned with GMH," Macchione said. "We want loan officers to be spending their time doing what they do best, and that's working on personal service and facilitating the pinnacle of exceptional customer care throughout the loan closing process. VIP gives them the ability to do this while cultivating more quality relationships with referral partners."



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Rich in content and developed specifically for the mortgage industry, VIP brings decades of field origination experience to its clients in a platform designed to work seamlessly with loan origination software (LOS) and other systems. “VIP is like having some of the most experienced people in the business develop your customer relationship management system,” said Vantage Production CEO Paul Zoukis. “It is an incredibly powerful technology that brings true CRM to forward-thinking companies like GMH Mortgage, and makes every loan officer far more productive while maintaining compliance with CFPB requirements,” he noted. He added that superior technology like Vantage Production’s VIP solution offers a competitive advantage for GMH as the company recruits loan origination talent in new areas, impressing the best candidates with the company’s commitment to their success. “We are delighted to be working with GMH Mortgage Services and look forward to helping them increase their production and expand their business footprint in 2014 and beyond.”

About GMH Mortgage

GMH Mortgage Services, LLC is a full service mortgage lender based in Conshohocken, Pennsylvania. Utilizing in-house underwriting and funding of its mortgage loan portfolio, GMH strives to provide a diverse suite of quality loan products, competitive rates and outstanding customer service to its clients. For more information, visit www.GMHMortgage.com.

About Vantage Production

Vantage Production, LLC provides advanced CRM systems, compliant automated marketing and sales solutions, compelling content for the mortgage industry, and professional development programs. With solutions tailored to the requirements of both enterprise lenders and loan officers, Vantage Production provides production support for more than 400 leading lenders and tens of thousands of individual subscribers. For more information, visit www.VantageProduction.com.

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