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## FOR IMMEDIATE RELEASE

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## MCS Mortgage Bankers Chooses Vantage Production's CRM Platform to Aid in Expansion, Branding and Compliance

*High-service regional direct lender will use VIP platform to enhance service, sales and compliant communications*

**Holmdel, New Jersey – January 22, 2014** - Vantage Production, LLC, an innovator in customer relationship management (CRM), marketing, sales and content solutions, announced that MCS Mortgage Bankers Inc., a Patchogue, New York-based mortgage lender with 15 retail branches and multistate growth plans, has chosen the Vantage Integrated Production<sup>SM</sup> (VIP) platform as its customer relationship management software.

MCS Mortgage Bankers was founded as a full service FHA and conventional retail lender in 1995 and is licensed in 10 states with plans to expand to larger markets, including California. The company places great emphasis on high service levels, and the executive team recognized that its continued growth required the best CRM technology available.

"We need tools to ensure our sales force can accommodate the electronic communications needs of our prospects and clients, as well as, to optimize our messaging in sales, branding and marketing programs," said Taylor Stork, MCS Mortgage Bankers executive vice president and national sales manager.

"We spent about three months in due diligence to find the right solution, with input from current users and our technology group," he said. "Vantage Production's VIP platform was the clear choice."

When selecting the VIP CRM platform, MCS Mortgage was not only focusing on marketing and communications but also on compliance and growth, Stork noted. "Like every lender today, we need to minimize the risks of non-compliance. We're also looking to enhance our brand with great borrower presentations and the first-rate content provided by Vantage Production's noted industry experts," he explained. "But we were also very impressed by the scalability of VIP, its up-to-date applications, and the personalized, configurable tools that were available to us with the platform."

"MCS Mortgage is a prime example of a very well-run company with significant expansion plans," said Paul Zoukis, CEO of Vantage Production. "In order to maximize customer service levels, minimize compliance issues, and pave the way for growth, MCS needed a true CRM platform, not merely a lead management software," he noted. "VIP will be an expert partner for MCS Mortgage, supporting their existing origination staff and helping them to attract new talent for their expansion by providing the industry's best CRM technology. VIP will create more opportunities for MCS Mortgage's loan professionals, enabling them to close more loans and provide the best possible experience for borrowers," Zoukis said. "That's how you achieve well-deserved and stable organic growth – by earning it with your customers and gaining their referrals. MCS Mortgage's growth plan and the company's culture of high service levels will benefit greatly from our innovative CRM platform in 2014 and beyond," he added.



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### **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 <http://www.VantageProduction.com>.

### **About MCS Mortgage Bankers Inc.**

MCS Mortgage Bankers is a residential mortgage lender based in Patchogue, NY focused on delivering personalized mortgage loan products with competitive mortgage rates. Founded in 1995, the company provides a broad range of residential mortgage loans and services, as well as, high quality service levels and support. MCS currently has 15 retail branch locations in the tri-state area, Florida and Ohio, and is growing at a consistent and measured pace nationally. Visit [www.mcsmortgage.com](http://www.mcsmortgage.com) or call 1-800-300-7780 to learn more.