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## FOR IMMEDIATE RELEASE

### Press Contact

Jim Hennessy  
Strategic Vantage Marketing  
858-774-0201  
[JimHennessy@StrategicVantage.com](mailto:JimHennessy@StrategicVantage.com)

## Waterstone Mortgage Deploying Vantage Production's CRM System to Enable Next Growth Phase

*Multi-state mortgage lender picks VIP to standardize its approach to marketing, compliance and control.*

**Red Bank, NJ and Pewaukee, WI – September 24, 2014** – Vantage Production, LLC, a leading innovator in customer relationship management (CRM), marketing, sales and content solutions, announced that Waterstone Mortgage Corporation will deploy the Vantage Integrated Production<sup>SM</sup> (VIP) CRM solution system-wide.

“Waterstone Mortgage is gearing up for our next phase of growth by providing our loan officers with the tools they need to excel while providing the business intelligence and controls to run our business soundly,” said Waterstone Mortgage Senior Vice President and Chief Information Officer Tom Knapp. “With VIP, we have the ability to integrate and leverage our data throughout our infrastructure, which is central to achieving our growth objectives.”

Waterstone Mortgage was founded in 2000 and is a wholly owned subsidiary of Wauwatosa, Wisconsin-based WaterStone Bank. The mortgage company has branches in 16 states and has the ability to lend in 32 states. In 2014, the *Business Journal of Milwaukee* ranked Waterstone Mortgage as southeastern Wisconsin's largest mortgage lender for the fifth year in a row, with more than \$1.7 billion in annual origination volume.

When Waterstone Mortgage elected to pursue a centralized approach to CRM, Knapp's team conducted extensive due diligence to find a system with the sophistication and the control they required. The company searched for a solution that could automate marketing campaigns and generate sales proposals with loan options that borrowers are eligible for and that meet their financial goals. Presentations needed to be fully compliant, clearly presented and consistent, regardless of the location or platform in which borrowers applied. “With VIP, Waterstone Mortgage will benefit from operational efficiencies and the implementation of best practices across our branch network through standardized technologies and tools,” Knapp explained. “We are looking forward to taking our online origination capabilities to the next level with VIP's new Vantage Retail Sites<sup>SM</sup>.”

Knapp noted that until now, Waterstone Mortgage had been using multiple software products for different aspects of its sales and marketing processes, but understood it had to integrate in order to support its growth plan. “It is our goal to build best practices across our entire branch network through integrated technologies and tools,” he said.

Vantage Production CEO Paul Zoukis observed that in the current business environment, being both competitive and compliant is the challenge and ultimate goal for lenders of all sizes. “If you don't have substantial marketing and compliance resources, you run the risk of working at a significant disadvantage,” said Zoukis. “We are delighted to provide everything that Waterstone Mortgage needs to grow originations and continue to recruit top producers.”



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### About Vantage Production

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

### About Vantage Production

Waterstone Mortgage Corporation is an innovative, strong and secure mortgage lending company that has maintained a reputation for exceptional service and competitive mortgage financing. Since its inception in 2000, Waterstone Mortgage has grown to nearly 600 employees in 32 states. Headquartered in Pewaukee, Wisconsin, Waterstone Mortgage is a wholly owned subsidiary of WaterStone Bank SSB (NASDAQ: WSBF), a Wauwatosa, Wisconsin based savings bank with assets of more than \$1.8 billion.

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Jim Hennessy, Strategic Vantage Marketing & Public Relations

[JimHennessy@StrategicVantage.com](mailto:JimHennessy@StrategicVantage.com)

(858) 774-0201