

## BROKER TOOLS

# It takes a Genius...

**Scarlett Genius** saves valuable time for brokers in identifying lenders and inputting data – and eases headaches with lender rate sheets

**THE DRIVING FORCE** of the Scarlett platform has always been that it allows mortgage professionals to run their businesses rather than having their businesses run them – and with the launch of a new deal placement tool, Scarlett Genius, brokers are set to gain even more control over the mortgage process.

Every broker knows the valuable time that can be expended working out which lender is the best fit for a deal, and what rates apply to different products. Where Genius can help, according to Sarah Potter – director, sales operations at Axiom Innovations – is by conducting analysis on a file and suggesting possible solutions without the broker having to do their own search.

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Sarah Potter, Axiom Innovations

The availability of this new tool means that Scarlett Mortgage not only offers origination with full connectivity to all lenders across the industry, lead conversion for deals, and full automation and communication platforms; it also now has a state-of-the-art deal assistant tool allowing the broker to identify what products, services, and features are best for their clients.

The big differentiator between Scarlett Genius and competitive products is the fact that it operates internally to the deal, saving valuable time and energy for brokers, Potter says, meaning they don't have to take infor-

mation from a file and input it manually into another system.

“Having it within the deal makes it immediately accessible,” she says. “You don't have to do extra work to get the information that you're looking for. We can also include other data points in the file to make it even more exact and helpful for brokers.

“The whole idea is that data is power, so the more information you can pull from your file natively, the better you're going to be positioned within the industry to figure out the best product. To have it actually within the module and be able to pull from the hundreds of data points we have in there is unique to Scarlett for sure.”

## A unique value proposition

The ability to analyze business based on any data point in a file – totalling a few hundred – is a huge advantage for Scarlett over other platforms, according to Andrew Schultz, Axiom's vice president of sales. This offers brokers the ability to get “incredibly pinpointed” insights into deals, he says.

The core of that architecture has been applied to Scarlett Genius.

“Instead of preparing my file, having to take those data points and then plug them into a product, I'm filling out my applicant's information, and as I'm filling out the mort-

gage information in my file, the system is automatically analyzing,” Schultz says. “It just produces recommendations right there on screen while you're working.”

Potter's background is in underwriting and brokering, a factor that Schultz says was a significant advantage for Axiom when devising and developing the Genius product. “Her understanding of the industry has allowed us to bring a product to market by taking a critical approach before releasing it to the brokers,” he explains.

That was essential to developing the feature's ability to assist brokers with two major challenges in their day-to-day work: placing the deal, and reading the rate sheet.

“Lender rate sheets can be incredibly complex and confusing,” Potter says. “You can spend hours trying to understand, and it can be embarrassing for the broker if you think you have it right – and then you make a misstep, or misquote, or forget that there's a premium for this or that service. So, any tool that can help you get that much closer to exact quotes all the time is always beneficial.”

Ultimately, Schultz says, the development marked the latest stage in Scarlett's mission to revolutionize and streamline the mortgage process for brokers.

“With Axiom Innovations and the Scarlett suite of products, the focus is constant innovation – always providing more resources and more tools under one roof to make the broker and agent more efficient and provide better value to their client,” Schultz says. “This is just an extension of that.

“This is really one of those key building blocks that's going to make this what we believe to be the most robust program in the industry.” **CMP**