

## Case Study



### Overview

Inlanta Mortgage is a nationally recognized and trusted mortgage lender that has built its exceptional reputation by getting business done ahead of schedule for their referral partners and borrower clients. Adopting the system advantages offered by MeridianLink Mortgage, formerly known as LendingQB®, Inlanta has developed an efficient, lean lending process, that enables them to close business on-time.

Since implementing MeridianLink Mortgage five years ago, Inlanta Mortgage has enjoyed steady growth generated by its award-winning service. With the entire company operating from one system, sweeping advances were achieved using the MeridianLink Mortgage processes and operating efficiencies.

Through the power of its partnership with MeridianLink Mortgage, Inlanta's forward view is **Big and Bold**.

## 50% growth

Doubled their business without increasing employee count. Inlanta experienced BIG efficiency gains by using the built-in processes and workflows MeridianLink Mortgage had in-place.

## <30 days to close

Technology automation means reduced transaction drag so Inlanta can close loans as fast as they need, increasing client satisfaction and trust.

## 4+ years

Since partnering with MeridianLink Mortgage over four years ago, Inlanta has improved nearly every measurable metric in how it wins and moves business.

**"Because we have become that ahead-of-schedule, on-time closing, amazing experience lender, our ability to expand and grow is accelerating. MeridianLink Mortgage is the energy inside our confidence."**

— Paul Buege  
President and COO

### 3 key strategies MeridianLink Mortgage provided Inlanta Mortgage

#### 60% of Loans Processed by the 15<sup>th</sup> of the Month

Moving loans quickly allows the company to pull loans forward, ahead of schedule, closing many loans early, and creating a less stressful end-of-month environment.

#### Clear the Boards!

Through MeridianLink Mortgage's automated task lists, the Inlanta Mortgage team can close out work queues by the end of each day and start the next day with no outstanding tasks. This keeps loans moving even during record volume.

#### Recruit Top Talent

Success in attracting and hiring top mortgage professionals' centers on Inlanta's ability to provide nationally recognized, world-class service continuously. MeridianLink Mortgage is often a pivotal reason in attracting top talent. The LOS has a reputation for ease of use throughout the mortgage lending industry and quickly convinces new users that there's a faster way to close loans.