

Freedom Mortgage has gone from local lender to multi-billion dollar industry powerhouse - while improving the customer experience.



In less than a decade, Freedom Mortgage has grown from a regional lender to one of the top ten mortgage companies in the nation — and it is still growing. Behind the growth, is a powerful strategy.



Saying goodbye to low-tech lending

For Freedom Mortgage, “wowing” the customer meant eliminating many of the frustrations brokers and borrowers experienced with other lenders. To do that, they moved many mission critical processes to a new technology platform, supported by Aurea CX Process and CX Messenger.

Freedom Mortgage used CX Process to automate nearly a million manual work steps, from approvals and verifications to signing new channel partners. **It’s a huge return that started with a vision completely unheard of in the mid-2000’s: fully automated, digital rate locking.**



“We are producing double the volume in half the time, at lower cost and with greater quality.”

– Robert D’Urbano, CIO, Freedom Mortgage

A vision becomes a reality

Freedom Mortgage has made their vision a reality, building their own Loan Origination System (LOS). Next, they built a wholesale web portal where third-party mortgage brokers could secure highly competitive mortgage offerings for their clients in a completely paperless environment.

Finally, they developed their own electronic document management system, so loan documents could be processed in any office worldwide.

Gaining even more momentum with Aurea’s CX Messenger

After evaluating a number of top data transport products, Freedom Mortgage chose Aurea’s CX Messenger to help them more easily move data between disparate business systems faster than ever before.

“We haven’t looked back,” said D’Urbano. “CX Messenger is the data transport mechanism we use for everything here at Freedom Mortgage.”

A win across the board

Today, the focus on better, more profitable customer experiences has led to stronger relationships with builders, facilitated better on-boarding processes at retail branches, and even helped manage complex corporate real estate transactions and construction processes more efficiently.

“Our training department’s job is easier. Our HR jobs are easier. Our operational management jobs are easier. And our customers are thrilled.”

– Robert D’Urbano, CIO, Freedom Mortgage