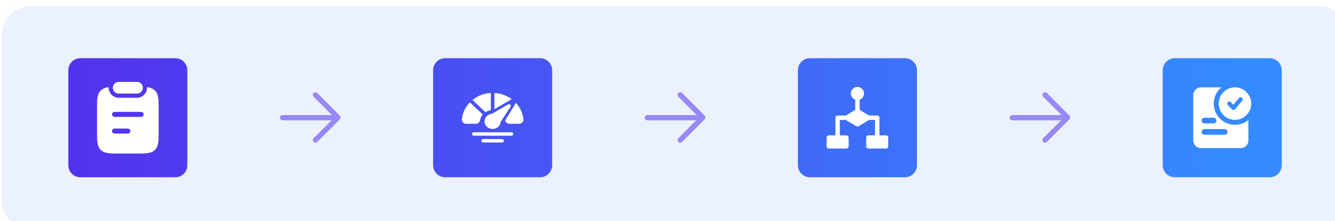
LoanPro
Modern Credit Platform

LoanPro's approach to loan origination



When consumers look for financing options, they're weighing several factors—interest rates, familiarity with a creditor, monthly payments, to name a few. But an increasing number of consumers report that convenience and quick approval are significant considerations when applying for credit.

To win those customers, lenders need a smooth, fast-moving customer experience from approval to support through the origination process.

That's why hundreds of financial organizations trust LoanPro as their platform throughout the entire credit lifecycle, leveraging our unmatched data visibility, configurable automations, and decisioning engine. We're confident that LoanPro can optimize your origination process a best-in-class customer experience, driving increased conversion rates of applicants to approved accounts.

Methods for origination

LoanPro's composable architecture, modern API, and configuration-first design enable us to tailor our origination workflow to suit your preferences. Origination is made up of four main components:

Application: The front-end application that the consumer inputs data into for further analysis.

Decision engine: A decision tree to access fraud, credit worthiness, line amount, and more.

Back-office: Case management, disclosures, communications, analytics, funding, and more.

Connected ledger: A connection between the origination system and ledger/servicing platform

To provide our customers with the flexibility, we support two approaches to the loan origination process: integrated loan origination system (LOS) and LoanPro supported. Both are viable options, but generally speaking, the LoanPro supported process provides you with the strongest flexibility and automation to streamline the origination process, whereas the integrated LOS approach will provide you with a fully built origination system with the components outlined above out-of-the-box.

INTEGRATED LOS		LOANPRO SUPPORTED
Our partners come with a pre-built, white-labeled, and configurable front-end application.	APPLICATION	You would own the front-end application for ultimate flexibility to align with your brand.
Our partners provide pre-built credit models for you to useout-of-the-box and customize if desired.	DECISION ENGINE	LoanPro provides a completely configurable decision tree with access to over 100 data sources and pre-built models for fraud.
Our partners provide some functionality with the back-office experience, but this is generally not a significant focus for LOS providers.	BACK-OFFICE	LoanPro optimizes the back-office experience through streamlining all processes to increase turnaround time driving a higher conversion rate.
Once an application is approved, the integrated LOS will create a credit account in LoanPro for servicing, collections, and payments all built on our real-time credit ledger.	CREDIT LEDGER & SERVICING	Because LoanPro is managing the origination process, there's a seamless handoff between origination and servicing with the ability for all of your data to be in one central place.

*Some of our customers decide to build their loan origination system entirely in-house, which they can seamlessly integrate to LoanPro for a smooth transition from origination to ongoing servicing.

*Our customers may decide to bring their own outside or in-house decision engine to integrate with LoanPro's origination system.

Conclusion

LoanPro is the modern lending and credit platform providing our customers with the ability to increase operational efficiency while quickly innovating through launching new products. We're confident in our ability to launch and support your credit products through our ledger and full servicing and collections capabilities, and we're here to support your origination needs based on your business objectives. Whether it's using an integrated LOS partner that provides everything out-of-the-box or using LoanPro for the full credit lifecycle from origination through servicing, we are here to support you.

> We wanted a partner who is forward thinking, with modern development, has a passion for their craft and creates great products. LoanPro gives us comfort that they not only work now, but they're someone to invest behind to grow with as they expand their product over time.

- Brian Barnes, CEO of M1 Finance and B2 Bank

Learn more

We're looking forward to showing you how our origination capabilities can streamline operational efficiency and enhance the customer experience for your next credit product.

Let's chat →