



**MOUNTAIN WEST FINANCIAL**  
Making Homeownership A Reality Since 1990

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## **PRESS RELEASE**

### **For Immediate Release: September 2017**

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### **Mountain West Financial Debuts New Websites** *Making Homeownership A Reality Since 1990*

Mountain West Financial collaborated with LenderHomePage.com for the redesign and launch of new Retail websites. The new web platform has been designed specifically with our borrower's needs in mind and include features such as:

- New Enhanced Look to the Branch websites and Loan Officer Power Profiles
- Powerful SEO Friendly Content to Promote Search Engine Rankings
- Web Based and Mobile App Document Uploads
- New LO Personalized Loan Application integrated with LendingQB
- New Consumer Portal for clients to check status, upload documents and more
- Enhanced Mobile App Loan Application
- LO Testimonial Portal

“We are privileged and delighted to serve innovative clients such as Mountain West Financial who truly value how technology can enhance their brand and consumer experience. Working with Mountain West marketing team and their other technology partners, we have been able to develop a cohesive brand experience across all digital touchpoints and hence improve their customer satisfaction and Loan Officer efficiencies,” said Rocky



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Foroutan of Lender Home Page. The new websites have a clean, uncluttered design, improve functionality and offers quick and easy access to essential information. From application through funding, Mountain West Financial clients will have a seamless and secured online and mobile experience thus cutting the process down in time and increasing the transparency and communication during the loan process. “Mountain West Financial is committed to consistently improving our technology to make the loan process faster, easier, and more efficient for our loan officers and clients,” said John F. Cady, SVP Production at Mountain West Financial, Inc. To enhance the site’s infrastructure, LenderHomePage.com also integrated with LendingQB enabling borrowers to easily follow the real-time status of their loan and contact their loan officer through one centralized portal. You can read more about the integration [here](#). The new websites went live on August 7, 2017 and the feedback has been positive from both end users and Loan Officers.

## **About LenderHomePage.com**

LenderHomePage.com is a leading provider of a secure and compliant cloud-based digital mortgage platform, powering lender websites, mobile apps, and consumer-facing marketing campaigns. Mortgage lenders of all size use LenderHomePage’s customizable and scalable solutions to enhance borrower experience throughout the mortgage process while increasing Loan officer productivity and efficiency.

## **About Mountain West Financial, Inc.**

Mountain West Financial is headquartered in Redlands, California with 35 locations throughout the Western United States providing FHA, VA, Conventional, USDA, and many Down Payment Assistance Programs. For further information, call (909)793-1500, Toll Free 1-888-793-6470, email [info@mwfinc.com](mailto:info@mwfinc.com), or visit [www.mwfinc.com](http://www.mwfinc.com). Mountain West Financial, Inc. is licensed by the Department of Business Oversight under





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