



## **PCLender Enhances Optimal Blue Integration to Streamline Cloud-Based Solutions Through Its LOS**

**PLANO, TX - (September 30, 2015)** - Reno, NV.-based PCLender has entered into a partnership with Optimal Blue, the premier cloud-based provider of enterprise lending services to the mortgage industry. The expanded integration of these platforms provides access to Optimal Blue product and pricing functionality from within PCLender's next generation of loan origination technology.

PCLender's Total Mortgage Solution has been a prominent provider of websites and LOS technology that supports consumer direct, retail, wholesale and correspondent lending channels since 1997. The company's fully hosted expert services have helped streamline mortgage lending operations, and the recent integration will only broaden the scope of comprehensive offerings to its loan origination clients, with Optimal Blue's complete suite of enterprise lending services.

"We are enthusiastic about building out *Best of Breed* vendor integrations" said Lionel Urban, PCLender's CEO. "We realize lenders want high functioning interfaces to ensure the system of record seamlessly manages data and workflow. With our new Optimal Blue integration, our customers get streamlined operations for their consumer direct, retail, TPO and secondary marketing objectives."

The new strategic relationship provides the foundation to expand integration touch points. Mr. Urban stated "Consumer direct lending is a focus and enhancing our interface to support consumer direct pricing and locking is key to the next generation of applications." This new functionality will allow customers to streamline their operations from origination through secondary delivery with turnkey automation.

With a 99.99+% accuracy rate and the largest library of investors, Optimal Blue's flagship product eligibility and pricing engine, Optimal Blue Banker, connects with more than 1,400 financial institutions and currently touches nearly one-in-four mortgages in the United States. The integration with PCLender supports all of Optimal Blue's feature-rich services including, consumer engagement, pricing, secondary marketing, data and analytics, and compliance.

Larry Huff, co-CEO of Optimal Blue stated, "Using our latest integration specification, PCLender and Optimal Blue have established a new standard for integrations in the industry. In fact, to characterize this simply as just an integration doesn't describe the combined power that the systems have together because of the integration. The result of the effort is greater

profitability, efficiency and compliance for our customers. We couldn't be happier with the results."

### **About PCLender**

PCLender delivers simple, elegant web-based mortgage solutions for community banks, credit unions and mortgage bankers. With a proven record of providing immediate return on investment, PCLender is the most cost effective lending solution available. Owned and operated by Mortgage Bankers, PCLender engages with lenders in a collaborative manner to dynamically fit the ever-changing world in which they lend.

For more information on PCLender, the only Total Mortgage Solution specifically designed by mortgage banking experts, or to schedule a demo, call 877-536-6886 or visit [www.pclender.com](http://www.pclender.com).

### **About Optimal Blue**

Optimal Blue is the premier cloud-based provider of managed-content, pricing and product eligibility (PPE), secondary marketing, consumer engagement, data and analytics, and compliance services. Based in Plano, Texas, Optimal Blue has developed an enterprise class suite of products and services designed to automate a lender's complex processes, improving efficiency and profitability while gaining a competitive advantage. With a 99.999% accuracy rate, Optimal Blue technology connects hundreds of investors with more than 1,500 financial institutions, and is currently the system of record for over \$200 Billion in mortgage loans, representing 1 of every 4 loans nationally.

For more information, please visit [www.optimalblue.com](http://www.optimalblue.com).

#### **PRESS CONTACT FOR PCLENDER:**

Franci Montgomery

(775) 473-5406

[marketing@pclender.com](mailto:marketing@pclender.com)

#### **PRESS CONTACT FOR OPTIMAL BLUE:**

Mike Maccioli

Vice President, Marketing

(972) 781-0200

[mmaccioli@optimalblue.com](mailto:mmaccioli@optimalblue.com)