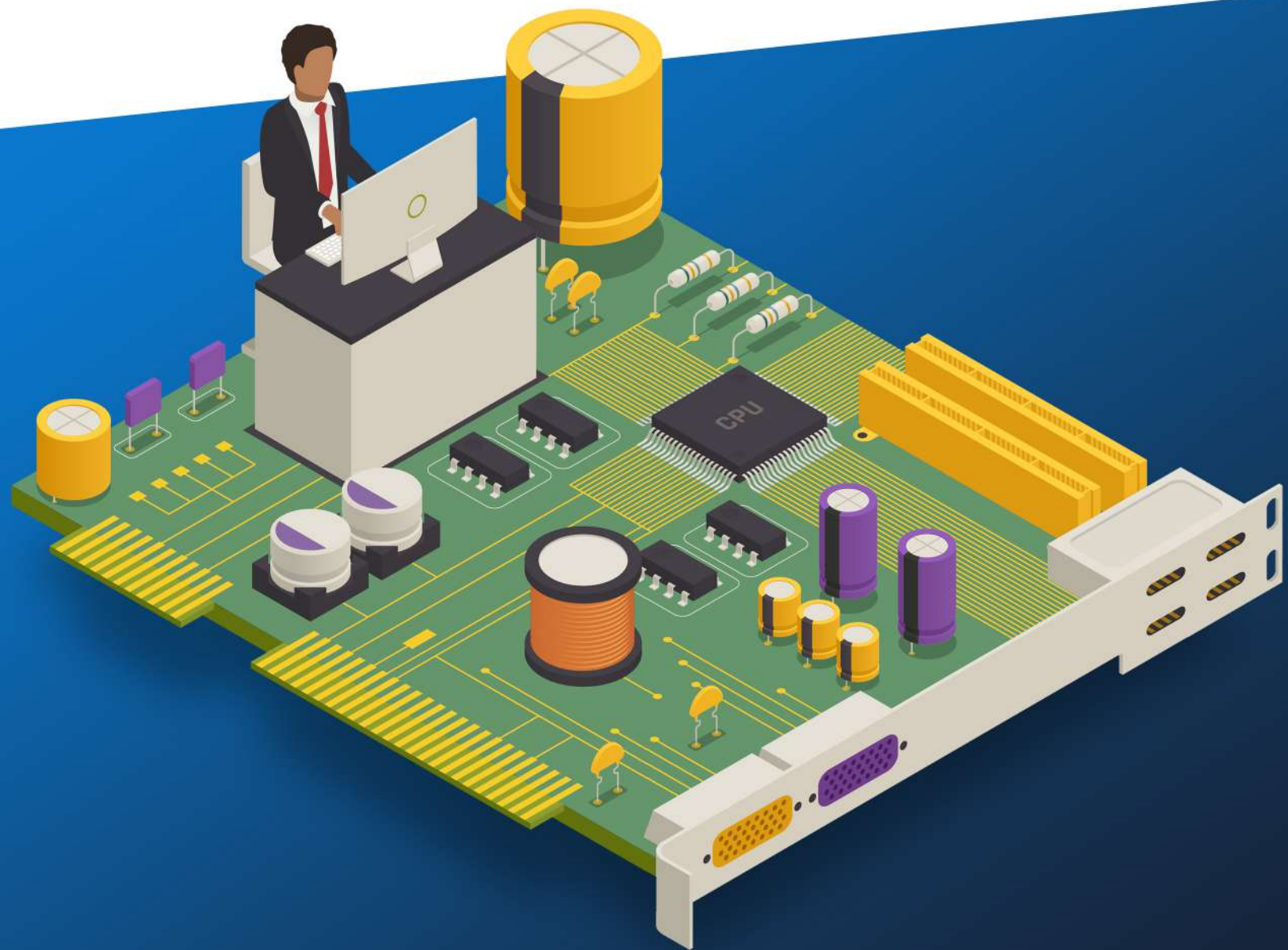


MORTGAGE PROFESSIONALS:

Switching to a remote working environment



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The goal of this whitepaper

The goal of this whitepaper is to help mortgage professionals successfully transition to originating mortgages remotely as quickly and painlessly as possible.

It features brief descriptions of popular online tools and their use cases for originating mortgages online.

This whitepaper is brought to you by [Finmo](#), Canada's leading Digital Mortgage Platform.

Going remote

Our experience and advice

Here at Finmo, we've been a remote company for more than 2 years. We officially surrendered our Calgary office nearly a year ago. At the time around half of us were working there, with the other half working remotely.

Why we went fully remote

There are a lot of pros and cons to both working in an office and working remotely. However, we found there was additional inefficiency created by trying to work *both* in an office and remotely at the same time.

What would repeatedly happen was that discussions would take place in the office and fail to be relayed to the remote staff (and vice versa). It was apparent that having multiple communication channels was problematic. From our experience, the problems were simply caused by human nature - not something we could easily fix. It's natural to talk to someone in the office and make a quick decision, but it's fairly unnatural to then sit down at a computer and write to everyone else what was said and what the decision was and all the proper context. We solved this by going entirely remote, and now all communication easily reaches everyone in the company. Additionally, by using digital tools available to us, the majority of communication is automatically recorded and accessible for future reference.

It is from this experience that we offer you this valuable piece of advice:

Do not have only a portion of your team remote working. If you are going to work remote, work entirely remote. If you are going to work at an office, work entirely at an office. Otherwise you lose the benefits of both.

Transitioning to a remote work environment

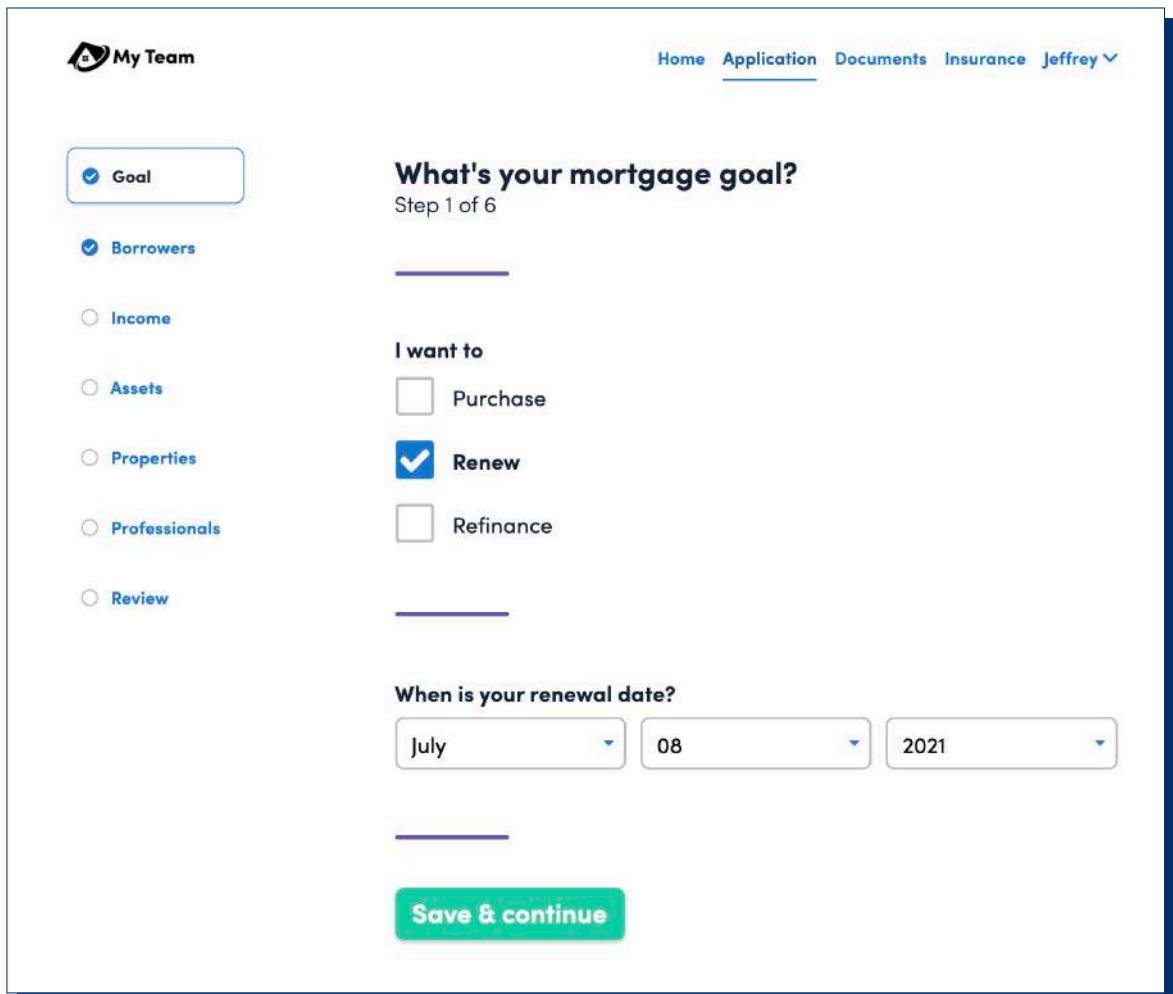
Software substitutes for in-person processes

In-person process	Remote working software equivalents		
Mortgage App Intake	Finmo	Doorr	Newton Velocity
Documentation Intake	Finmo	Floify	FileInvite
Document signing	Finmo	Floify	DocuSign
Client meetings	Google Meet	Intercom	Calendly
Team meetings	Google Meet	Zoom	Google Calendar
Team communication	Slack	Microsoft Teams	Google Meet
Project planning	Trello	Basecamp	Monday.com
Scheduling	Google Calendar	Calendly	Slack
Lead generation	Nova Agency	Finmo	Facebook Ads
Client follow-up	BluMortgage	Salesforce	Pipedrive
Sales networking	LinkedIn	Calendly	Google Meet

Remote mortgage app intake

The software we recommend for this is:

- [Finmo](#)



The screenshot shows a web application interface for a mortgage application. At the top left, there is a "My Team" logo. At the top right, there is a navigation menu with links for "Home", "Application", "Documents", "Insurance", and "Jeffrey" with a dropdown arrow. On the left side, there is a vertical list of menu items: "Goal" (selected with a checkmark), "Borrowers", "Income", "Assets", "Properties", "Professionals", and "Review". The main content area is titled "What's your mortgage goal?" and is labeled "Step 1 of 6". Below the title, there is a section "I want to" with three radio button options: "Purchase", "Renew" (selected with a checkmark), and "Refinance". Below this, there is a section "When is your renewal date?" with three dropdown menus: "July", "08", and "2021". At the bottom of the form, there is a green button labeled "Save & continue".

A screenshot of [Finmo's](#) mortgage application.

The fastest and best way we know of to remotely intake mortgage applications is of course, us - Finmo! We built Finmo from the ground-up to facilitate remote mortgage originations, so it's really no surprise that we feel this way!

If you haven't heard of us, you can watch these [introductory videos](#) to our mortgage platform, or [read our whitepaper on Digital Mortgage Platforms](#).

To perform mortgage application intake remotely:

- Sign up for [Finmo](#) (application intake is free!)
- Invite your team members
- Invite your referral sources
- Place your team or personal application links in your website/e-mail signature
- If you need help, [view our help centre](#), [YouTube channel](#), or chat with us in-app.
- Book as much [free training](#) for yourself and your team as you'd like!

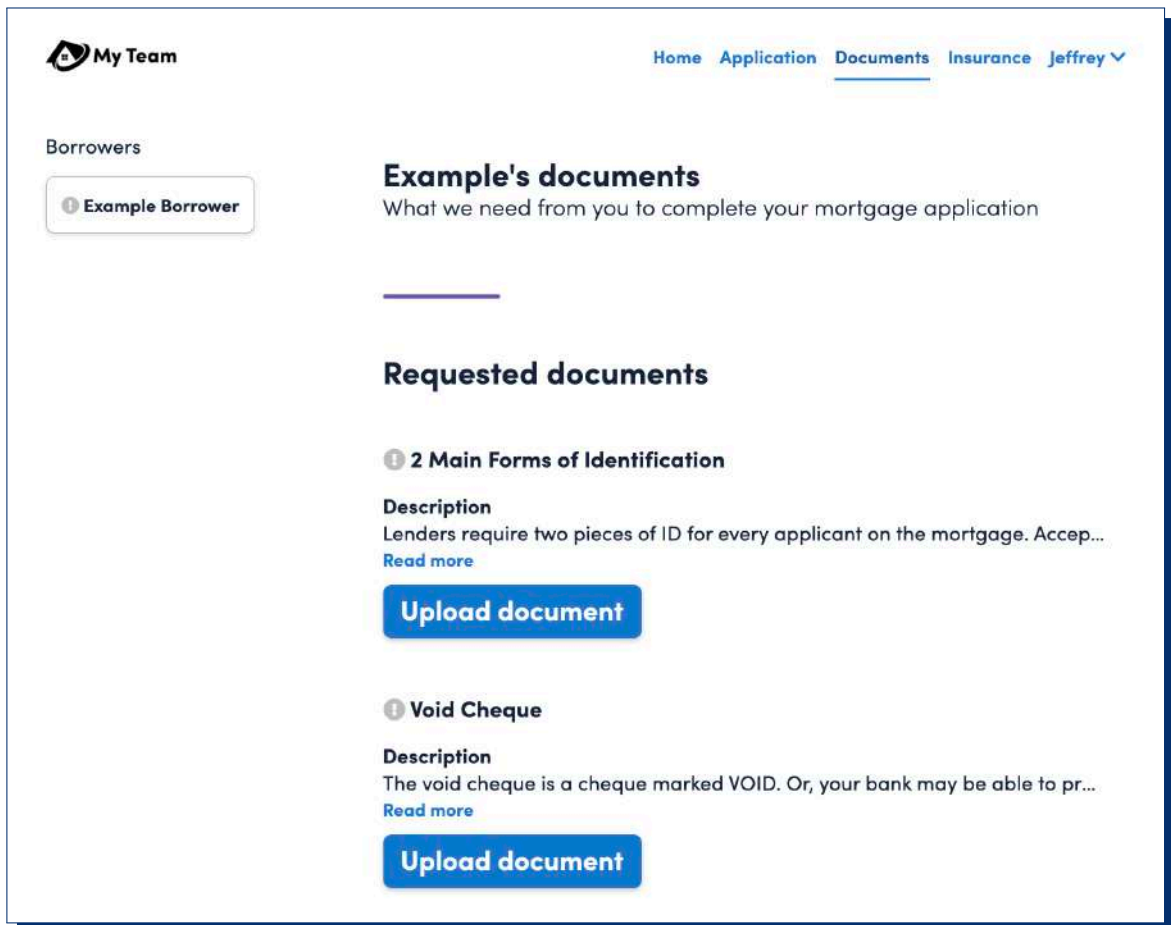
Alternative software:

- [Doorr](#)
- [Newton Velocity](#)
- [Filogix Expert](#)

Remote mortgage documentation intake

The software we recommend for this is:

- [Finmo](#)



A screenshot of [Finmo's](#) document upload portal.

For remote documentation intake our recommendation is again, of course, Finmo. Finmo has the ability to analyze borrower's applications and request the appropriate documentation for the deal completely automatically. This functionality is completely turn-key - that's hard to beat!

To perform mortgage documentation intake remotely:

- Sign up for [Finmo](#)¹
- Ensure Finmo's **smart docs** feature is turned on.²

Alternative software:

- [Doorr](#)
- [Newton Velocity](#)
- [DocuSign](#)
- [OneSpan](#)

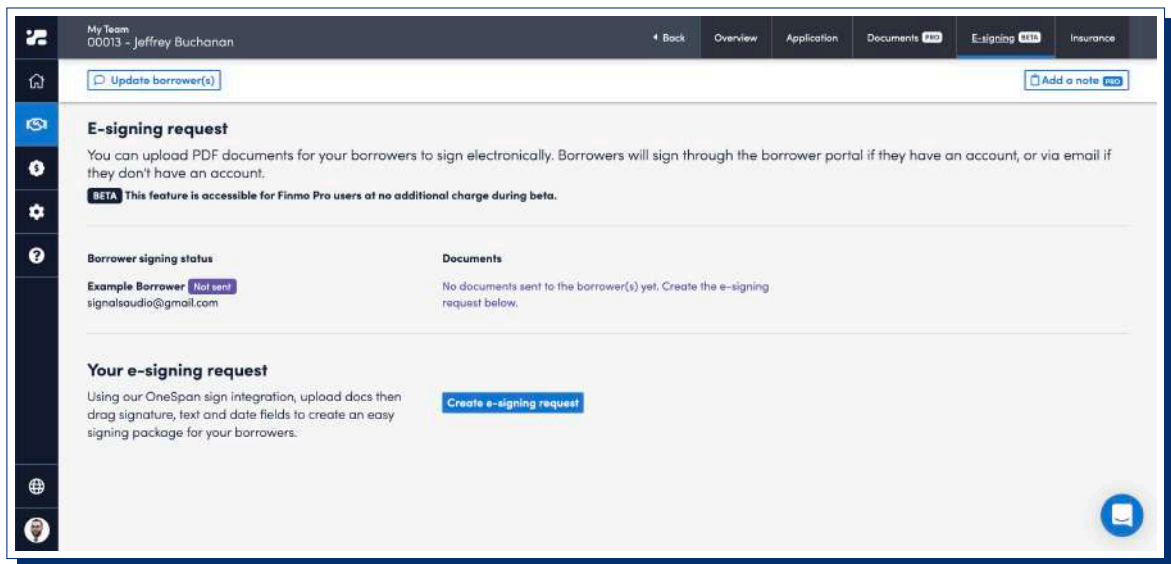
¹You will receive a free 30 day trial of Finmo Pro, which includes all document related functionality.

²This feature is enabled by default on new teams

Remote document signing (e-signatures)

The software we recommend for this is:

- [Finmo](#)



A screenshot of [Finmo's](#) e-signature request page.

Finmo includes e-signing functionality from a major e-signature provider right inside the platform. The advantage to this is that all of your documentation, including documents with e-signature requests, are kept in a single, secure location inside Finmo. Unlimited e-signing is included with a Finmo Pro subscription. This negates the need to subscribe to an additional e-signature service, saving you money.

To perform document signing remotely (e-signatures):

- Sign up for [Finmo](#).³
- Inside any deal, click the **e-signing** tab.

Alternative software:

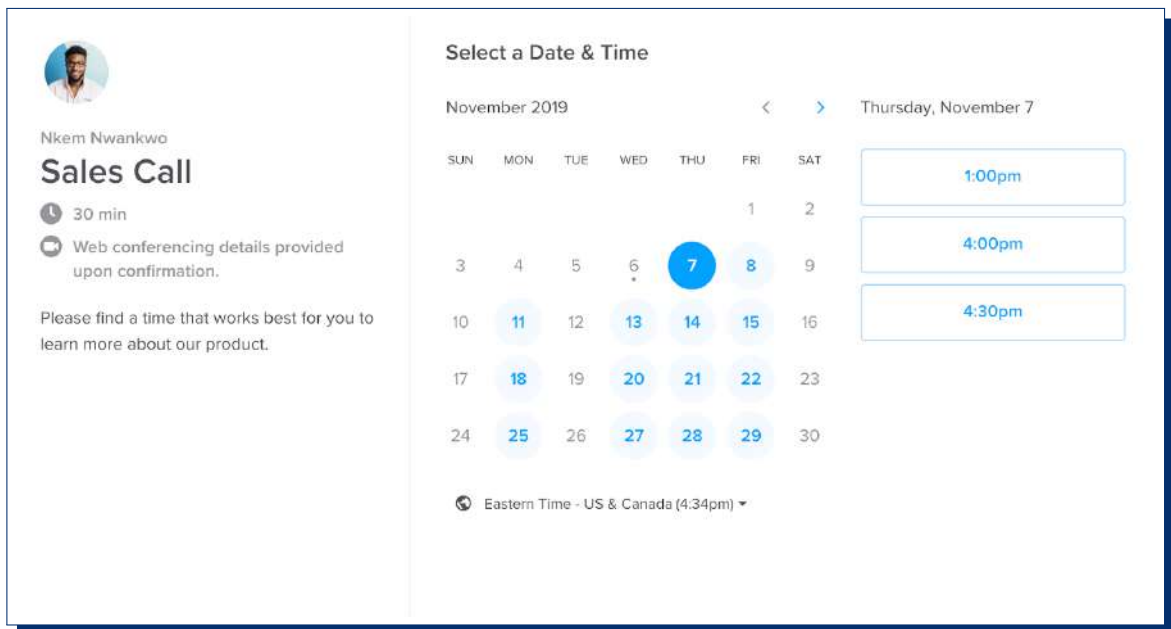
- [DocuSign](#)
- [OneSpan](#)
- [Floify](#)
- [FileInvite](#)

³You will receive a free 30 day trial of Finmo Pro, which includes all document related functionality.

Remote client meetings

The software we recommend for this is:

- [Calendly](#)
- [Google Calendar](#)
- [Google Meet](#)



A screenshot of [Calendly](#)'s online booking system.

We recommend Calendly for scheduling client meetings. Calendly lets you schedule your availability, and then your clients can book time to meet with you within those times.

Calendly features an excellent integration with Google Calendar, so you keep you and your teams meetings all catalogued in a single place. It increases workplace efficiency to establish "single sources of truth" and avoid having

duplicated data across multiple applications or systems whenever possible.

You can also set your Calendly to automatically send a link to a Google Meet video chat which will be automatically created at the time of your meeting. All you have to do is join at the scheduled time (which you can do through Calendly or your Google Calendar), and you're good to go!

To perform client meetings remotely:

- Set up a [Calendly](#) account.
- Set up a [Google](#) account.
- Integrate [Calendly](#) with [Google Calendar](#).
- Integrate [Calendly](#) with [Google Meet](#).

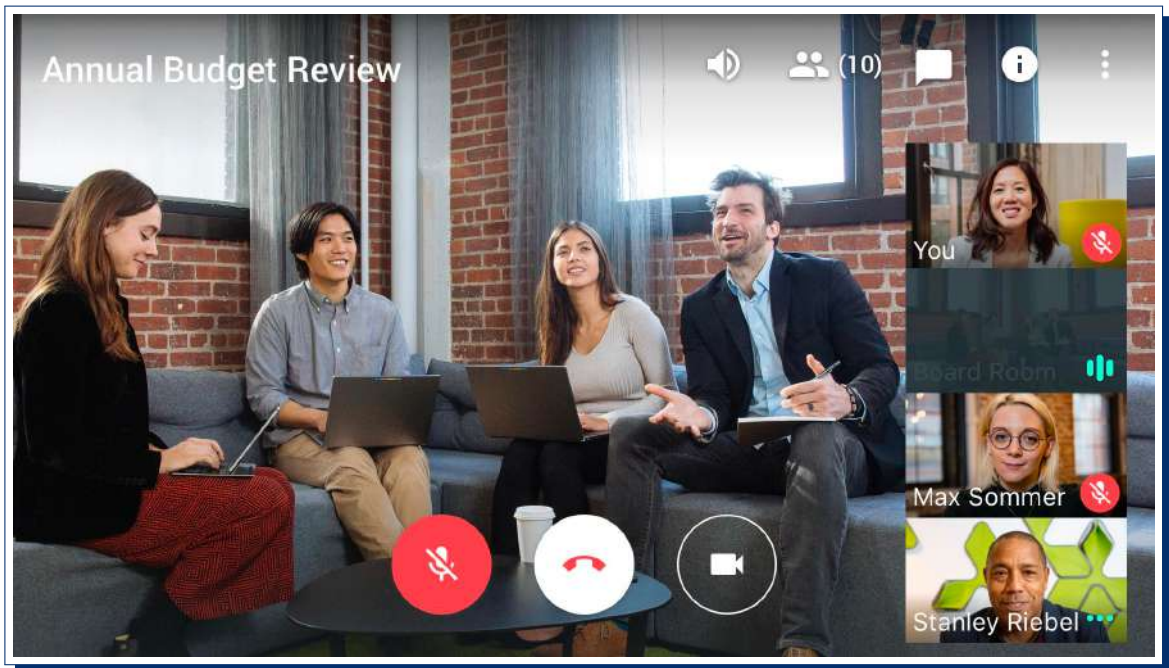
Alternative software:

- [Zoom](#) (alternative to [Google Meet](#))

Remote team meetings

The software we recommend for this is:

- Calendly
- Google Calendar
- Google Meet
- Slack



A screenshot of [Google Meet](#).

Team meetings can use the same software as client meetings. Google Meet supports up to 100 participants per video call, so it's perfectly suitable for team meetings of all sizes. Google Meet can also record meetings, which can be useful for team members that missed a meeting, or for future reference.

Our company (Finmo) has internal reminders of scheduled meetings posted straight to appropriate Slack channels.

We recommend starting by scheduling a team meeting at 9am on Monday, and at 9am on Friday if possible. These can just be general meetings for everyone to talk about what they're working on, any concerns, etc.

Let your teams self-organize their own meetings as much as possible. It may take a while to figure out what meetings are necessary for each department.

Do not force anyone to attend any meeting while working remotely. Let people come to the meetings they find valuable. This helps reduce the number of unnecessary meetings, which is a common problem for companies when they first switch to a remote working environment.

Try to make sure that every meeting has an obvious purpose, and leads to actionable results.

Of course these are just guidelines and not rules. Structure your remote team meetings in whichever way suits your company best.

To perform team meetings remotely:

- Set up a [Calendly](#) account.
- Set up a [Google](#) account.
- Integrate [Calendly](#) with [Google Calendar](#).
- Integrate [Calendly](#) with [Google Meet](#).

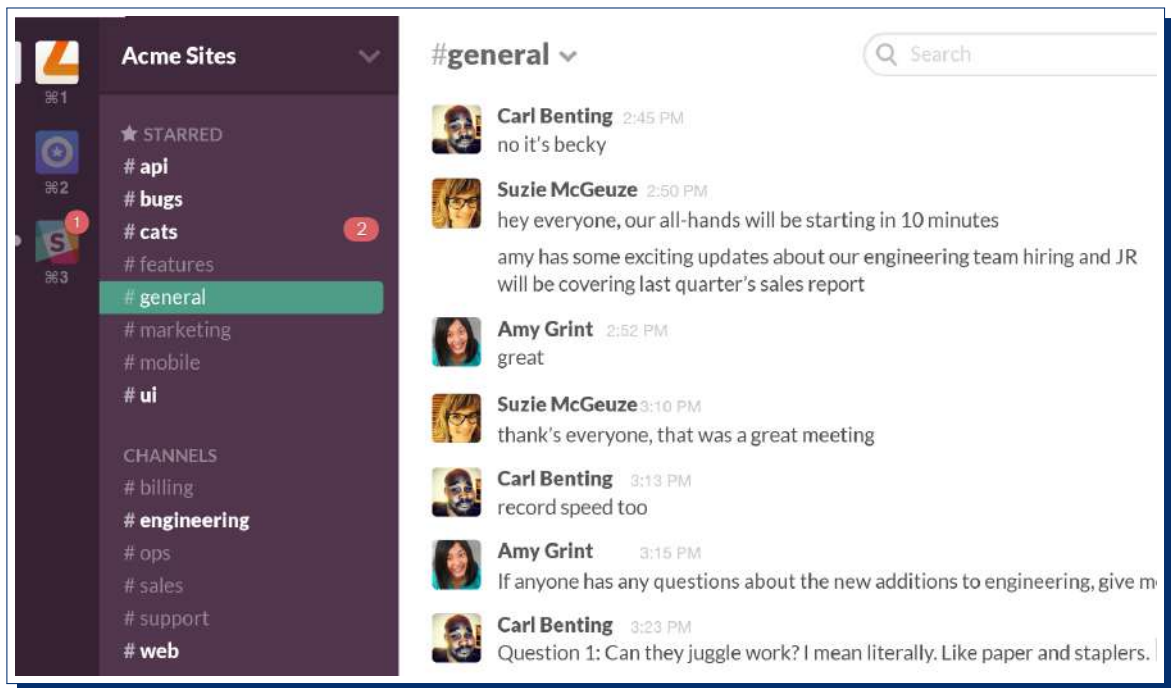
Alternative software:

- [Zoom](#) (alternative to [Google Meet](#))
- [Microsoft Teams](#) (alternative to [Slack](#))

Remote team communication

The software we recommend for this is:

- [Slack](#)



A screenshot of [Slack](#).

How internal communication is performed is one of the biggest changes from working in an office. In an office, communication is performed through numerous channels: Talking, e-mails, post-it notes, etc.

In a remote working environment, the main channel of communication is via what are essentially elaborate and very flexible "chat rooms". You can think of it like texting on your phone, except *a lot* more powerful.

There are a few reasons for this change: Firstly, it helps keep a catalog of conversations and decisions made that can be used for reference by all team members at any time. Secondly, because often remote companies have people working in different time zones, communication through video chat software like Google Meet or Zoom becomes impractical. Lastly, communicating through the written word provides ways of easily categorizing communications, such as communications between teams, or communications about certain topics. This is a massive and important advantage over e-mail.

Additionally, Slack has started implementing it's own video calling and screen-sharing functionality right inside the platform. At the time of writing, this functionality is not as robust as competing video-calling solutions such as Google Meet or Zoom - but that might not be the case for long.

To perform team communication remotely:

- Set up a [Slack](#) account.
- Invite all your colleagues to your [Slack](#) channel.

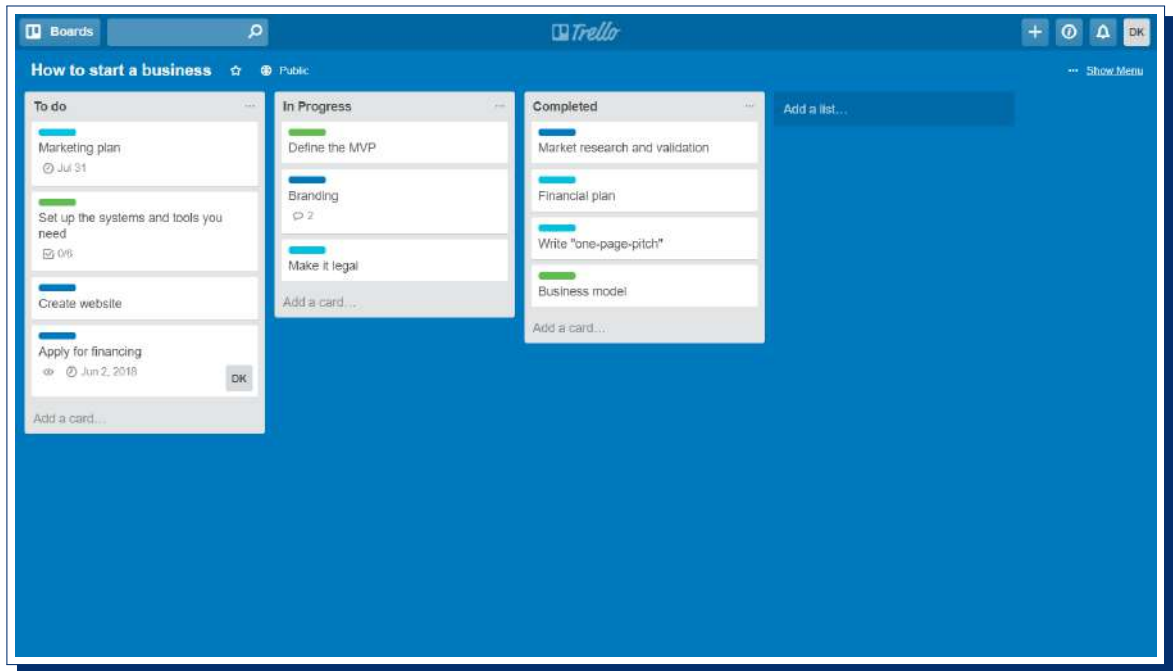
Alternative software:

- [Microsoft Teams](#)
- [Google Hangouts Chat](#)
- [Basecamp](#)

Remote project planning

The software we recommend for this is:

- [Trello](#)



A screenshot of [Trello](#).

Sometimes companies have internal initiatives that require oversight. These initiatives often involve a team of coworkers working toward a common goal, and often take the form of projects. It helps to maintain accountability in a remote working environment to monitor the progress of these projects.

Trello provides an excellent place to do this. It facilitates virtually any process through simple, easily customized "kanban boards".

Projects are created as "cards" on a board, which are then moved to different "stages" dependant on their progress. Once the card has moved left side of the board (where it starts) to the right side, it has been completed.

To perform project planning remotely:

- Set up a [Trello](#) account.
- Invite all your colleagues to your [Trello](#) board.

Alternative software:

- [Basecamp](#)
- [Monday.com](#)

Remote scheduling

The software we recommend for this is:

- [Google Calendar](#)
- [Calendly](#)
- [Slack](#)

It's important for everyone in a company to have a "single source of truth" for meeting times, events, etc. Google Calendar provides an excellent platform for this. It is powerful because calendars can be created and shared amongst teammates. Google Calendar also supports powerful integrations with Calendly and Slack, which help make things even more efficient.

Here at Finmo, we use Google Calendar's integration with Slack to post reminders of upcoming meetings. Additionally we use Google Calendar's Calendly integration internally to book video chat meetings with specific teams or colleagues - without the need to send a zillion e-mails back and forth to find out when everyone is free.

To perform scheduling remotely:

- Set up a [Google](#) account.
- Set up a [Calendly](#) account.
- Set up a [Slack](#) account.
- Integrate [Calendly](#) with [Google Calendar](#).
- Integrate [Slack](#) with [Google Calendar](#).

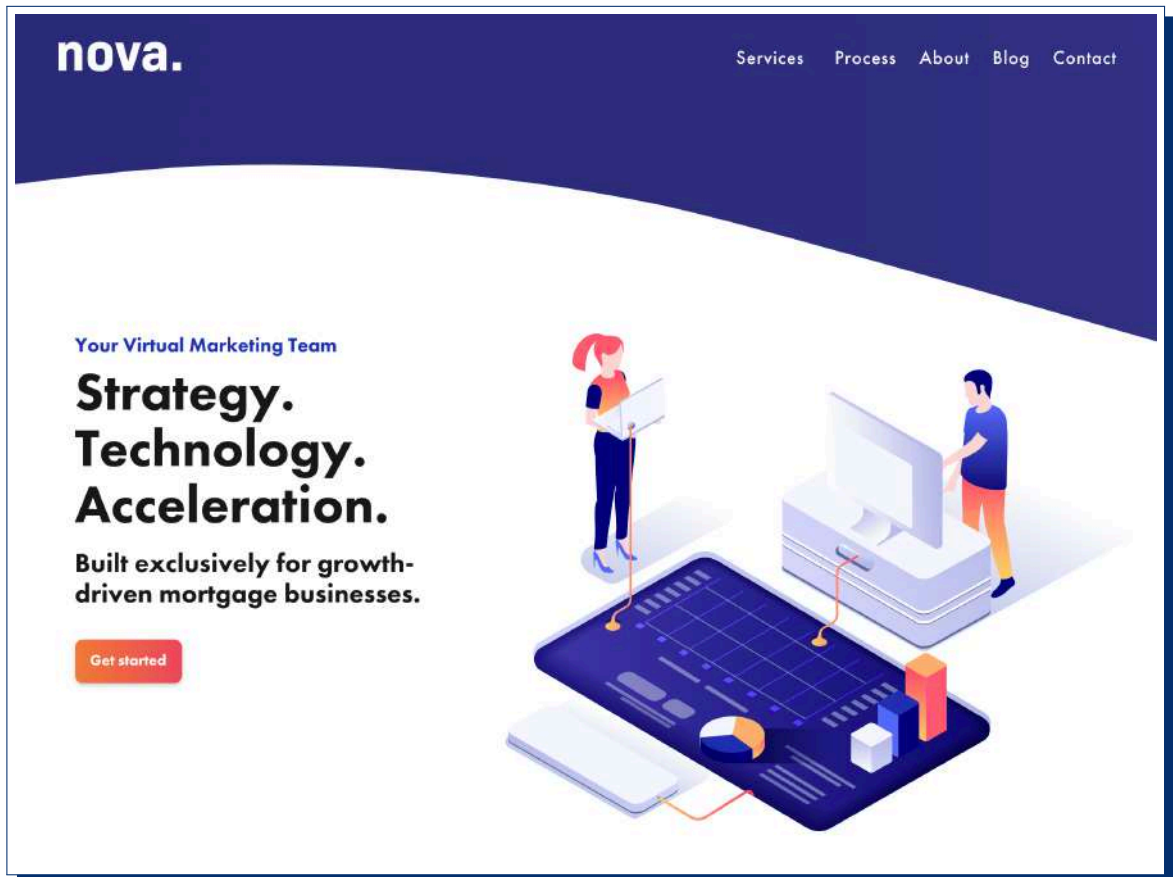
Alternative software:

- [Microsoft Outlook Calendar](#)

Remote lead generation

The services we recommend for this are:

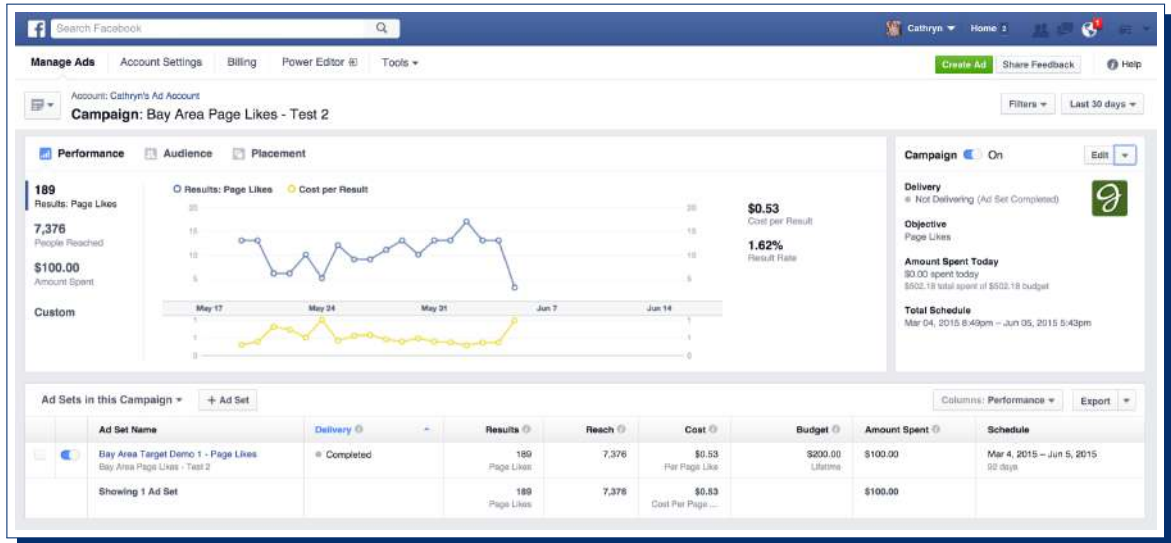
- [Nova Agency](#)



A screenshot of [Nova Agency's](#) website.

The software we recommend for this is:

- [Finmo](#)
- [Google Ads](#)
- [Facebook Ads](#)
- [LinkedIn Ads](#)



A screenshot of Facebook's ad creation platform.

Online lead generation is as much of an art as it is a science. There are two potential ways to go about online marketing that will lead to the desired results.

The first way is to hire an expert. There are many marketing companies out there that are more than willing to talk to you about your advertising goals and help you fulfill them. At Finmo, we prefer one agency over all others in this regard - Nova Agency. Nova Agency is the only marketing agency in Canada that is focused exclusively on mortgage professionals. Their intimate understanding of the mortgage industry is why their marketing gets results, where competitors fall flat.

The second way is to become an expert. This is definitely feasible, but it is potentially a serious time commitment. YouTube has a vast wealth of tutorial videos on how to create and optimize advertising campaigns. There are also amazing, in-depth training courses available on Udemy and Lynda.

If you do choose the do-it-yourself route, you should note that Finmo's world-class lead generation calculators provide an excellent landing page for advertising campaigns. Not only do the calculators filter out borrowers who clearly can't afford or are not ready to purchase yet (which you will get a lot of when you run online ads), they also collect full mortgage applications and documentation automatically. We highly recommend you use them in your marketing campaigns.

To perform lead generation remotely (turn-key solution):

- Contact [Nova Agency](#).

To perform lead generation remotely (do-it-yourself solution):

- Search [YouTube](#) for tutorial videos on your advertising platform of choice. We recommend starting with Facebook ads as it is the easiest ad platform to learn.
- Take online marketing courses on [Lynda](#).
- Take online marketing courses on [Udemy](#).

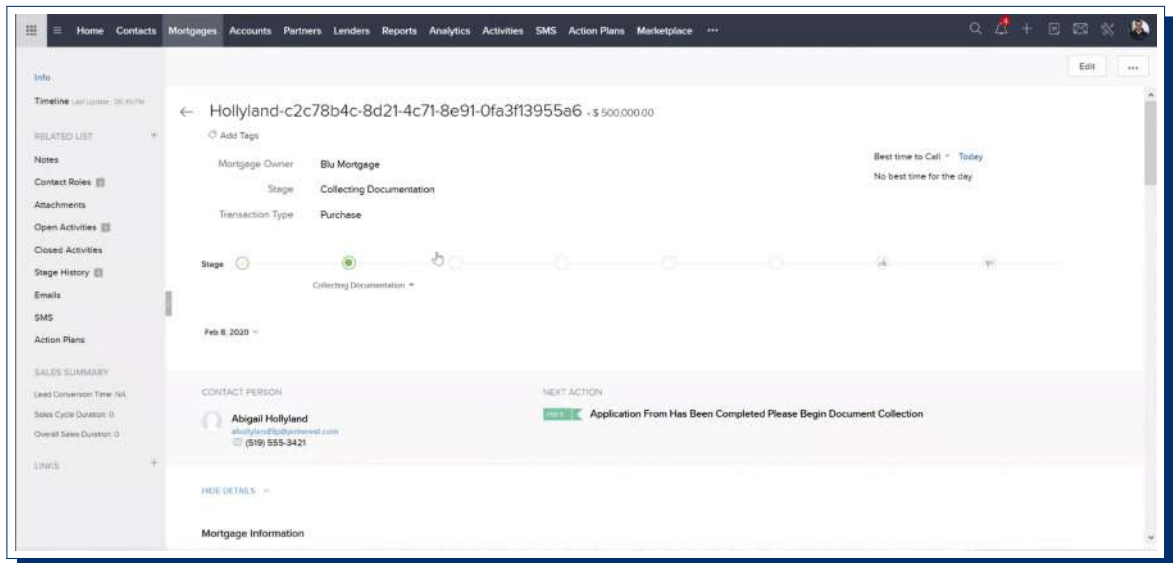
Alternative platforms:

- There are many smaller social media networks you could alternatively try advertising on. For example, [Pinterest](#).

Remote client follow-up

The services we recommend for this are:

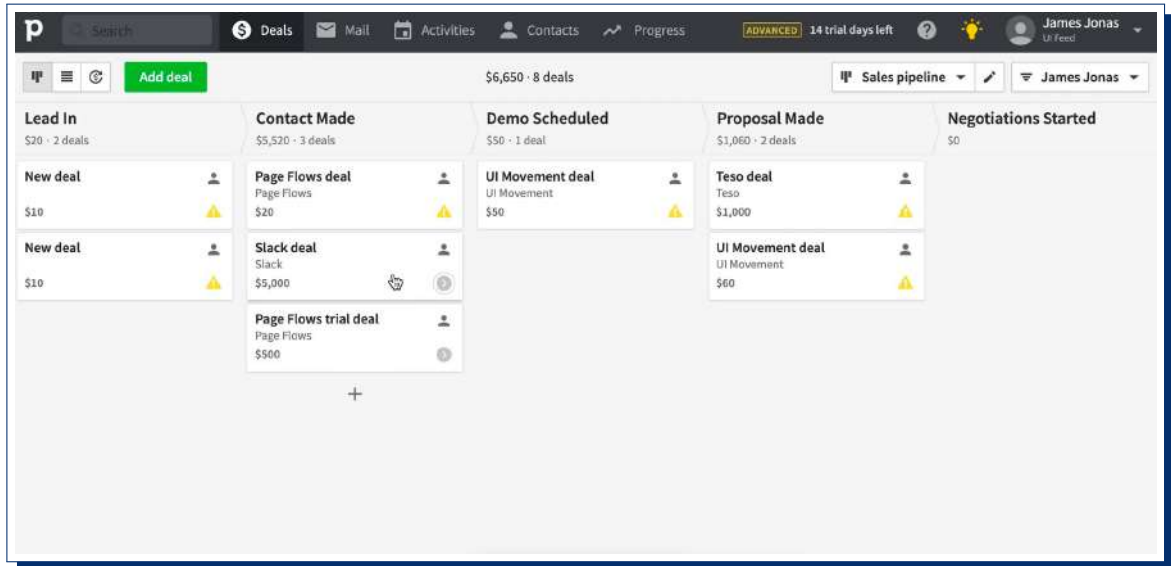
- [BluMortgage](#)



A screenshot of [BluMortgage](#), a CRM. It is a customized version of the [Zoho](#) CRM, fully optimized for mortgage professionals right out of the box.

The software we recommend for this is:

- [Pipedrive](#)
- [Zoho](#)
- [Salesforce](#)



A screenshot of [Pipedrive](#), a CRM.

Remote client follow up involves a type of software known as a CRM (Client Relationship Management software). Many mortgage professionals are already familiar with and use CRM software. If you are not using CRM software yet, you will be extremely pleased when you do, because it makes life a lot easier!

This type of software manages your relationships with your borrowers at every stage of the mortgage origination process - from lead to past client. They not only keep track of what stage your borrowers are at in the mortgage process, but are flexible and extensible enough to perform other actions as well. They can create "tasks" for you at each stage, so that you never forget to perform a critical action for your clients. Additionally, many CRM platforms have the ability to automatically send out e-mails or other communications to borrowers based on certain criteria being met.

Most CRMs are not built specifically for mortgage professionals, and need to be customized to the mortgage origination process. However, there are also companies that pre-customize CRMs for mortgage professionals. One such company is our (Finmo's) partner, BluMortgage. They have the most comprehensive CRM turn-key solution available to mortgage professionals. BluMortgage features include pre-set sales stages, tasks, e-mail campaigns and even automated reports.

If you choose to customize your own CRM to your unique mortgage origination process, we recommend starting with Pipedrive. Pipedrive is simple yet extremely powerful CRM. That combination makes it an excellent starting point for diving into the world of CRM software.

To perform client follow-up remotely (turn-key solution):

- Contact [BluMortgage](#).

To perform client follow-up remotely (do-it-yourself solution):

- Set up a [Pipedrive](#) account.

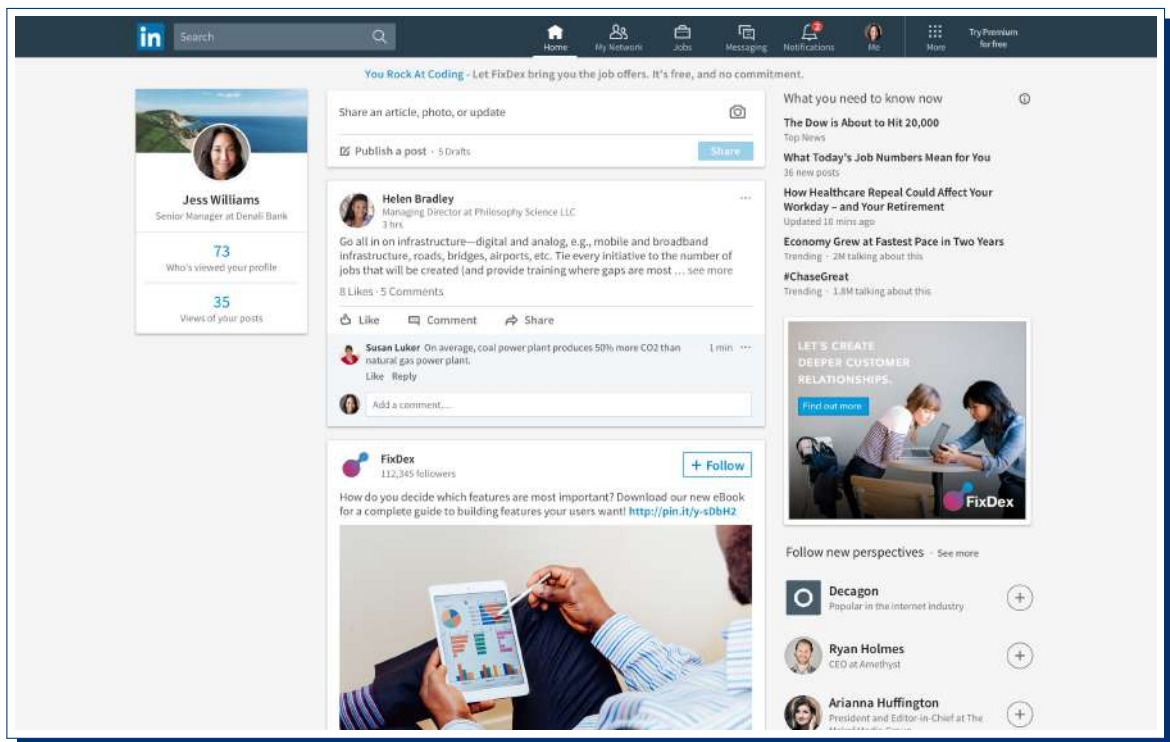
Alternative software:

- [Active Campaign](#)
- [Hubspot](#)

Remote sales networking

The software we recommend for this is:

- [LinkedIn](#)
- [Calendly](#)
- [Google Meet](#)



A screenshot of [LinkedIn](#), a business networking platform.

In-person sales networking can be substituted with an online platform: LinkedIn. LinkedIn serves as a catalyst for sales transactions by utilizing its extensive network of professionals and a unique "who knows who" methodology for what is essentially business "match-making". Mutual acquaintances can introduce you to strategic people who you may want to communicate with. Simultaneously, your acquaintances may introduce other people to you.

You can use Calendly and Google Meet to set up sales calls and close deals.

To perform sales networking remotely:

- Set up a [LinkedIn](#) account.

Alternative platforms:

- None that we recommend - [LinkedIn](#) is fairly dominant in it's market.

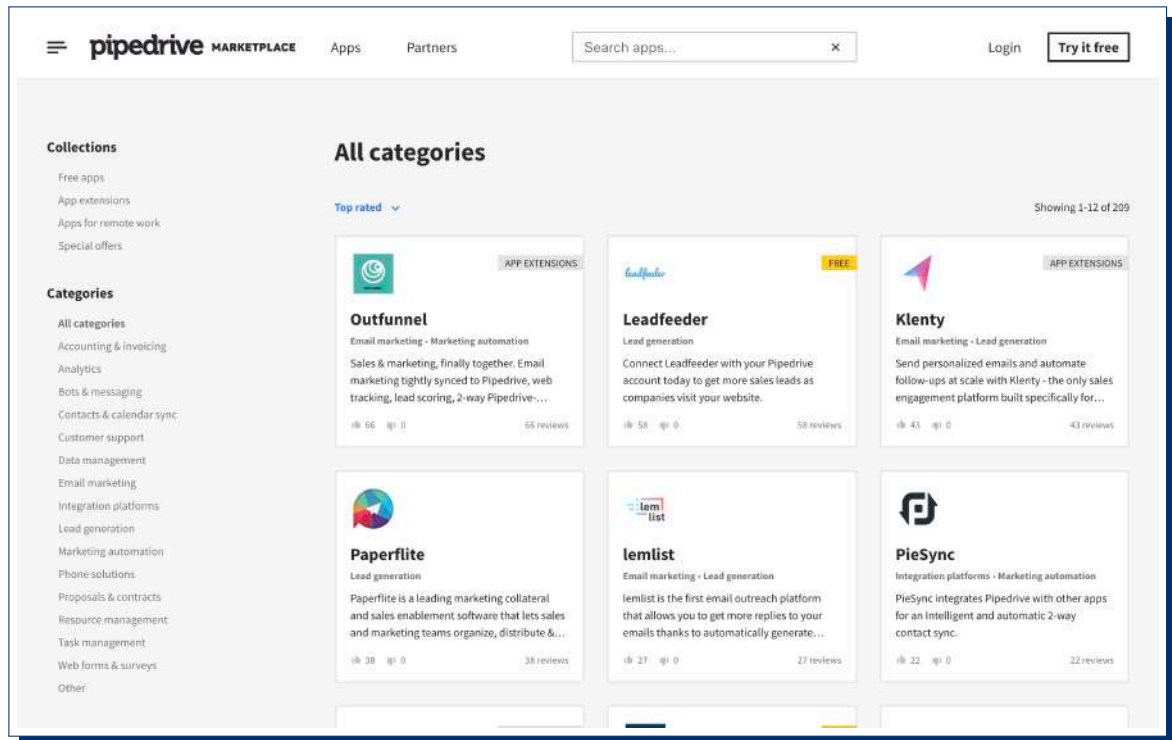
Streamlining your remote mortgage business

Automation

By switching to a remote mortgage origination process, the majority of your mortgage data will be stored digitally. Having your mortgage applications and documents stored digitally enables access to the wonderful world of software automation.

Automation is when we make the computer do the hard work for us. If we find we tend to repeat a tedious action that we end up doing over and over again, there's a good chance we can get the computer to do it for us. Here's how.

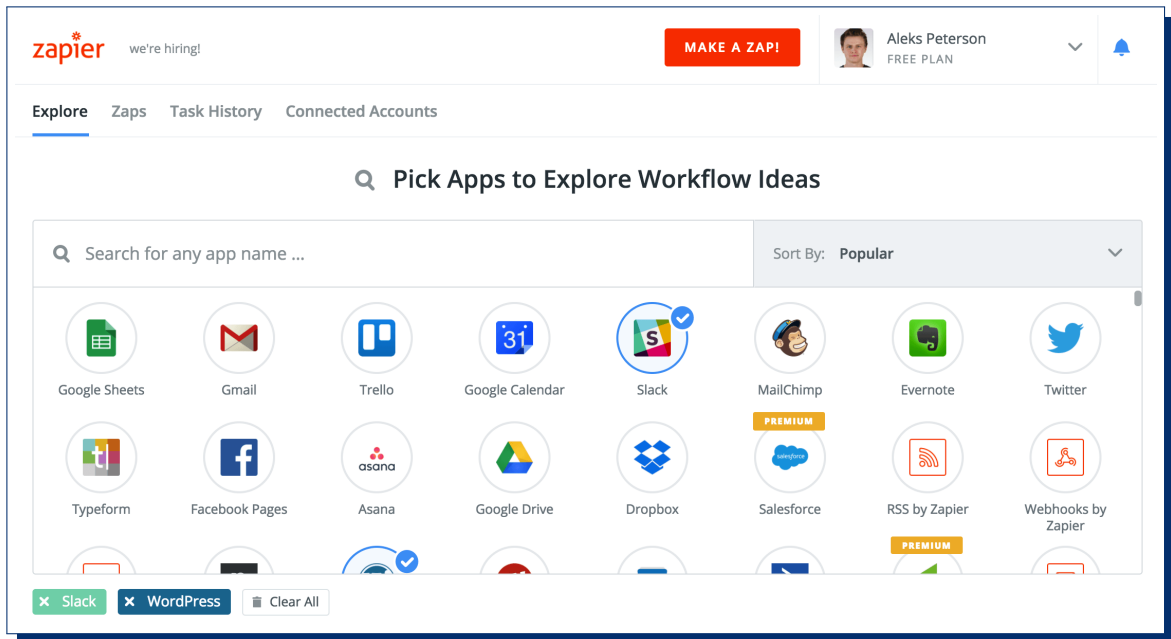
Built-in integrations



A screenshot of PipeDrive’s integration “marketplace”.

A lot of popular software will have “built-in integrations”. This is where the developer of the software has internally created a bridge to another piece of software so that the two pieces of software can interact. These built-in integrations are often found in a software’s “market place”. Generally, built-in integrations are user friendly and simple to set up, but often times there will not be a built-in solution to fit your unique automation needs. This is where third party solutions like Zapier come into play.

Zapier



A screenshot of [Zapier](#).

Zapier changed the paradigm of how software “talks” to each-other. Creating built-in integrations takes software developers a tremendous amount of time and effort. Zapier offers developers a simpler alternative - connect to a single system (Zapier) which then in-turn connects to all of the others. That’s what Zapier is, and does. It acts as an online hub that sits in between software and facilitates the exchange of data and information. Thousands of apps (including Finmo) are connected to Zapier. The amount of automation possible by connecting software to Zapier is virtually unlimited.

Finmo resources

Finmo help centre

The [Finmo help centre](#) is a searchable index of over 130 articles on Finmo. The articles are grouped into easily navigatable categories, and are an indispensable resource for self-learners. We understand that not being able to find an answer to a problem can impact productivity, so we strive to provide the best documentation of any Digital Mortgage Platform.

Finmo Youtube channel

The [Finmo YouTube Channel](#) contains all of our video resources. It has more than 50 videos, including training videos, webinar sessions, tips and tricks, and more! It's a great way for visual learners to get acquainted with Finmo quickly. We recommend starting with these [Finmo introduction videos](#).

Customer success team

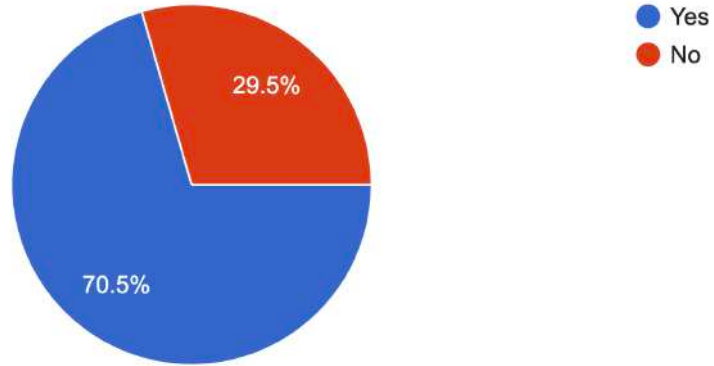
Our customer success team is available during regular work hours (and often after hours) through the following channels:

- Finmo's in-app chat
- E-mail: support@finmo.ca
- Phone number: [1-855-575-0413](tel:1-855-575-0413)

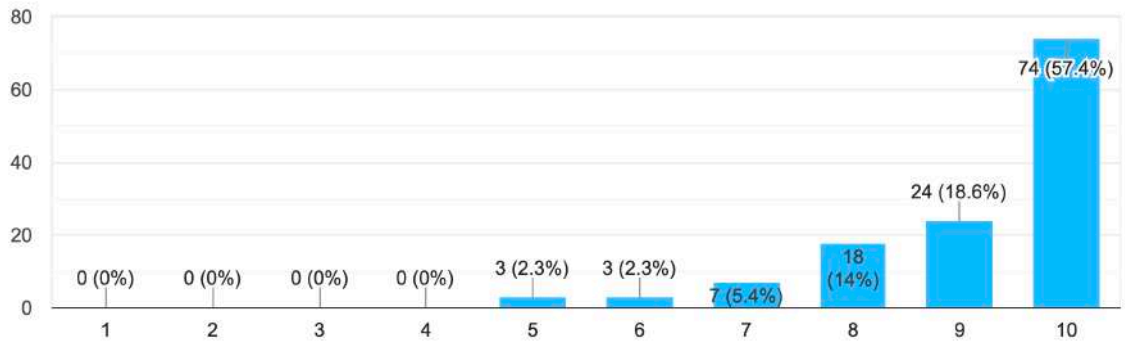
Finmo internal survey

On January 28th 2020, we performed an online survey of 129 of our users.

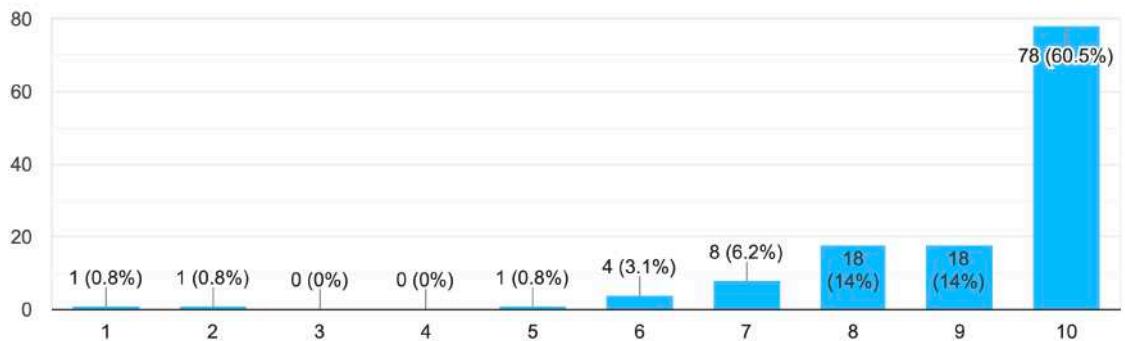
Do you believe Finmo is helping you close more deals?




How would you rate the customer support available to you?




How likely would you be to recommend Finmo to a colleague?






Finmo user reviews



Finmo Financial Technologies 


5.0 ★★★★★ 51 reviews



 **Amanda Schaffner**
3 reviews
★★★★★ 2 months ago
I've been working with Finmo for a few months now and have been extremely pleased with their system and staff. Simple and easy to use. Extremely helpful with doc collection. Staff and Support are the best I have ever worked with as they are ... [More](#)


 Reply  2

 **Matt Yakabuski**
2 reviews
★★★★★ 2 months ago
Finmo has been such an amazing addition to my business. It keeps us and our clients in the know throughout the entire mortgage application and approval process. I've heard nothing but rave reviews from all my clients when completing an app ... [More](#)

 Reply  Like

 **Deshka Peneff**
1 review
★★★★★ a month ago
Purchasing a home is one of the most exciting yet stressful events in ones life. Finmo is a fantastic communication tool between mortgage broker and client where information can be shared and kept up to date just at the touch of a button. ... [More](#)

 Reply  1

 **Kelly Russell**
1 review
★★★★★ a month ago
Finmo has been absolutely amazing from day 1! Very easy for clients and us to use. The smart docs is one of the best things introduced. It has made the collection process so much more efficient. Our work

Finmo has more than 50 five-star Google reviews.

What tools we use at Finmo

Here are the software tools we use internally to help us build [Finmo](#).

For	Finmo uses		
Customer meetings	Intercom	Calendly	Google Meet
Team meetings	Google Meet	Google Calendar	
Internal communication	Slack	Google Meet	
project planning	Trello	InVision	
Scheduling	Calendly	Google Calendar	
Sales networking	LinkedIn		
Marketing	Facebook Ads	Google Ads	
Client follow-up	Intercom		
Sales follow-up	Pipedrive		



Try Finmo

Thank you for reading our whitepaper on remote mortgage origination. If you believe Finmo would be a good fit for you, feel free to [sign up](#) or [schedule a demo with us](#).