



# TruHome Solutions Provides a Cost-Effective Mortgage Option to 40 Private-Label Credit Unions—With Just One Instance of Encompass

## Company Profile

- TruHome Solutions, LLC
- Lenexa, KS
- Serves 40 credit unions in 26 states
- 2016 Ellie Mae Hall of Fame Award, Exceptional Achievement in Business Growth

## Challenge

To find a comprehensive, all-in-one mortgage solution that is flexible and cost-effective enough to support TruHome's unique business model.

## Benefits:

- Flexibility to 40 private label credit union customers
- Scalability to support increase in loan volume
- Visibility and workflow to increase efficiency
- Compliance support
- Exceptional customer service

## The background

Kansas-based TruHome Solutions isn't your typical mortgage company. It's an innovator that found a way to meet an untapped market need: providing credit unions with end-to-end mortgage solutions—from origination through servicing. Its customers are institutions that don't have mortgage volumes high enough to create their own divisions, but still want to offer these products to their members.

"It's gotten very expensive for smaller credit unions to manage the mortgage process in house—both from a systems and a compliance perspective. We bring a solution that enables them to offer mortgage products to their members, without the overhead and personnel costs," explained Jeff Vossen, senior vice president of originations and operations for TruHome Solutions.

Whereas most banks have one lender set-up on their LOS, TruHome's model required an all-in-one solution that gave it the flexibility to set up multiple credit union personas, workflows and business rules, without hiring programmers or writing special code.

That's why TruHome Solutions' leaders chose Ellie Mae's Encompass® in 2009.

## The solution

"When Encompass comes out of the box, it's like a ball of clay. It can be molded to how a business wants to set it up and use it," explained Brent Powers, director of mortgage solutions for TruHome Solutions. "Our team can set up different hierarchy levels for our customers, including their lender names, their document systems, business rules and users. Encompass gives us the flexibility to be all things to everybody."

Each one of TruHome Solution's 40 different credit union clients operates Encompass a little differently. Some don't have loan officers, others don't have processors. Others actually originate and process the loan, then use TruHome to underwrite, close and service.

The TruHome team has developed a number of solutions to increase the efficiency of its internal staff.

"We created an underwriting tracking form that allows us to track conventional loans that are sellable under the secondary market, as well as individual credit union portfolios and guidelines," explained Shara Wessel, vice president of mortgage solutions for TruHome Solutions. "We can also track how quickly our underwriters are getting to loans, and how many touches they have in the process. This enables us to continually look at changes we can make in the system and in our process to make us more efficient."



**“Ellie Mae works very hard with their clients to build a compliant, efficient mechanism—and stay ahead of what future regulations bring.”**

Brent Powers  
Director of Mortgage Solutions,  
TruHome Solutions

### The results

Since 2009, TruHome Solutions has used Encompass to the fullest, maximizing every option or opportunity the system offered.

#### Revenue Growth

“In 2014, TruHome’s closed loan volume was \$209M. When credit union partner volume is added in, that total volume increased to \$942M,” Powers said. “In 2015, our closed loan volume was \$123M, but when you factor in our credit union partner volume, that number increased to more than \$1B. This growth is a direct result of our ability to meet these credit unions’ private label mortgage needs using Encompass.”

#### Efficiency

“We’ve worked with a lot of Ellie Mae partners to find more efficient integrations with fewer clicks,” Wessel said. “We also implemented a lead manager that makes us more efficient at contacting our leads. That was a huge project and now we see the benefit in true dollars and in units. We’ve seen our conversions change.”

### Compliance

“Ellie Mae works very hard with their clients to build a compliant, efficient mechanism—and stay ahead of what future regulations bring,” Powers said.

### Competitive Advantage

Most importantly, Encompass gives TruHome Solutions the ability to go to market with an innovative model that meets a very real need.

“I think Ellie Mae’s a great partner in the fact that they have a platform that allows us to interact with many, many different third parties in a very cost-effective way,” Vossen said. “And that allows us to bring a very cost-effective product to our credit union partners. That’s critical to our value proposition and our competitive advantage.”