



ATOM ROLLS OUT GRAVITY SOURCING SYSTEM

Marcel Le Gouais

All Types of Mortgages is rolling out its sourcing system Gravity to all brokers. The mortgage distributor says Gravity helps speed up and improve the accuracy of the process for brokers sourcing products online.

AToM says it has had a successful trial period of providing the system to satellites, franchises, regional development managers and key account managers.

Gravity was selected after an eight-month search and testing programme.

It already has several lender links in place that allow lender-qualified decisions in principle and key facts illustrations to be pulled through the system.

Dale Jannels, sales and marketing director of AToM, says: "Gravity is significantly cutting down the time taken for our key partners to source products – in some cases by up to 75%.

"We selected it out of seven different systems as it is both sophisticated and technologically advanced enough to provide sourcing accuracy, based on lender criteria, as well as rate. At the same time it's fast and user-friendly."

Jennifer Livesey, senior mortgage administrator at AToM's brokerage partner Global Reach Finance, says: "Gravity is well laid out and easy to use with handy alerts to make sure you know what's happening with each case.

"We are hoping that, by using Gravity, we will be able to save time during processing. It is very easy to use and see what is happening."