How Moby Capital Increased Sales Productivity and Accelerated Lender Submissions

Powered by Cloud Maven, Inc cmLending platform

Faster — **Lender Submissions**
Applications prepared and submitted more quickly

Higher — **Sales Productivity**
Less time spent on administrative work

Quicker — **Lender Matching**
Suitable lenders identified using defined criteria

CLIENT & PROCESS CONTEXT

Moby Capital (MobyCap) helps businesses find financing that fits their needs. As a broker, their team identifies prospective borrowers' goals, collects the required data to assess the loan opportunities, and connects each deal to suitable lenders.

That means the process involves more than just filling out a loan application. The team manages everything, right from the first conversation with a prospect through to application, document collection, lender selection, submission, offers, closing, funding and commission tracking. As the business continued to grow, MobyCap wanted to give the sales team a better way to manage those steps without spending so much time on administrative work.

WHY CHANGE WAS NEEDED

1. **Duplicate Data Entry**
   Borrower information moved across multiple stages
2. **Manual Document Collection**
   Signatures and documents required repeated follow-up
3. **Manual Risk Review**
   Credit and financial checks took extra effort
4. **Manual Lender Matching**
   Deals were compared against lender criteria manually
5. **Disconnected Submissions**
   Lender application & responses required separate tracking

THE BUSINESS CHALLENGE

One of the main challenges was the amount of work required to get a deal prepared and submitted to potential lenders.

Information collected by the sales team had to move through several stages before a deal was even ready for submission. The team also needed to verify borrower information, collect documents, perform risk checks, and identify suitable lenders for each opportunity.

Some of the key challenges included:

- Moving borrower information from the initial lead into the financing application.
- Requesting information from borrowers that may already have been collected earlier in the sales process.
- Collecting signatures, approvals and supporting documentation.
- Reviewing borrower's credit, risk information and financial documents before submission.
- Comparing a deal against different lender requirements.
- Preparing and sending applications to the selected lenders and tracking any subsequent communication or decisions made by those lenders.
- Tracking commissions earned after each successful deal.

When the team spent more time performing these tasks, they had significantly less time available to work directly with borrowers and generate new business.

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THE CLOUD MAVEN, INC SOLUTION

Moby Capital implemented cmLending from Cloud Maven, Inc. to create a connected journey from lead to funding. A lead becomes a financing deal with existing information carried forward, the borrower completes a pre-filled application and uploads documents, and MobyCap reviews the deal before using Lender Match to identify suitable lenders. The team can then submit the application, track offers, and manage the deal through closing and funding, all within the same workflow.

CORE CAPABILITIES

- **Lead-to-Deal Conversion:** Carry existing prospect information into the financing workflow.
- **Borrower Intake:** Collect applications, signatures, and supporting documents.
- **Document Parsing:** Extract and review information from submitted financial documents.
- **Credit & Risk Review:** Review borrower credit, risk, and financial information.
- **Lender Matching:** Match deals with lenders based on defined criteria.
- **Lender Submission & Offers:** Submit applications and track lender responses and offers.
- **Closing & Commission Tracking:** Manage deals through funding and monitor commissions.

IMPLEMENTATION APPROACH

Cloud Maven, Inc worked closely with MobyCap to adapt cmLending around the way their team actually operates, rather than applying a standard workflow. This included a custom Lead-to-Deal conversion process that carried existing prospect information into the financing workflow and reduced duplicate data entry.

Particular attention was also given to lender submission. We configured the workflow and integrations needed to move qualified deals from Lender Match directly into lender submission, while keeping the team working from the same deal record through offers, closing, and funding.

"By implementing cmLending, especially the lender submission portion, we have been able to increase sales productivity and speed up the process and submissions."

- Steven Nagy, Moby Capital

BUSINESS RESULTS

With cmLending, Moby Capital saw a clear improvement in the speed and efficiency of their sales and submission process. The team now spends less time on admin work and focuses more on borrowers, follow-ups, and new sales opportunities.

Faster Submissions
applications move more quickly

Lender Match
suitable lenders identified using defined criteria

★ ★ ★ ★ ★
5-Star rating from MobyCap

- Lender responses and financing offers are easier to track from one workflow.
- Borrower information carries forward from lead to financing deal.
- Funded deals and related commissions are easier to monitor.
- Sales teams can spend more time on borrowers, follow-ups, and new opportunities.

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