

DPR Consulting Case Study: Commercial First



Commercial First is an award winning commercial lender who distributes exclusively through intermediaries. Commercial First introduces a market first and offers unparalleled service to its intermediary client base.

Challenge

As a market leader Commercial First wanted to further help its intermediary clients secure commercial business by offering instant, online Decisions and speed up mortgage processing transactions.

Benefits

- Processing times cut by 43%
- Instant Decision
- Fully Credit Searched
- Lending policy criteria check made automatically by the system
- Referred cases processed within the hour

“Using our new system 60% of all applications in principle provide an instant credit searched decision, whilst those referred for further enquiry are processed within the hour”

Stephen Johnson, Sales & Marketing Director

The Solution

Commercial First’s product range caters for the specialist commercial mortgage sector supporting the financial needs of small and medium sized limited companies, partnerships and sole traders.

DPR worked closely with Commercial First’s project team using standard components from DPR’s Origination Solution to enable the new vision for commercial mortgage instant Decisions, improved service and attain further levels of automation.

The new solution, named **cFirst**, became an industry first and provides Commercial First’s intermediary customers with a unique model for submitting commercial mortgage business.

“Working with the DPR Team and using their software and valuable experience of the mortgage industry enabled us to put together an innovative solution for the Commercial Sector in a timely, very cost effective manner.” Nick Ellis-Calcott, IT Director

The system provides a quick-quote product selector, produces an instant approval in principle, a tailor made submission checklist and a pre-populated application form. It supports upload of scanned documents as well as extensive case tracking. **cFirst** is integrated to Equifax Commercial supporting the automated underwriting model devised by Commercial First using DPR Rules Engine.