There are just a few products that have achieved near cult status in the mortgage industry, and I am very pleased to finally have the chance to review one of them—The Mortgage Coach. This mortgage planning system is used by many of the nation’s top producers as they work with their clients long term in placing them in mortgage loan scenarios of all kinds, and showing the relative merits and long-term implications of these loan scenarios.

Overview

While many originators may already be familiar with loan analysis tools, Mortgage Coach goes several steps further in providing a tightly integrated package of tools that allow the originator to compare and display these loan situations and make appropriate comments and recommendations to the client. Mortgage Coach is loaded onto a Windows PC as an easy to install application, available on CD directly from Mortgage Coach, located in Irvine, Calif. The main panel of the program features a very intuitive section called Dashboard. The left-hand side features a series of buttons called Client Database, Total Cost Analysis, Rate Watch, Equity Reposition, Rent vs. Loan and Consolidation Analysis. The user would normally follow a sequence starting with the Client Database and work his way down the list through the Consolidation Analysis. The originator does not need to rigidly follow this sequence, as a particular client situation might require only one of these buttons to actually be used.

Total Cost Analysis

This section of Mortgage Coach may be of the most interest to many users. Up to four loan program scenarios may be entered and compared, with copying from one program to the other eliminating retyping. Second mortgages, interest only and negative amortization programs are all easily handled, and a graphical representation is provided to display the relative merits and cost savings between the different programs. This section of the program is particularly valuable when discussing potential loan scenarios over the phone, or through a virtual meeting tool such as Lenders Insight. If desired, the scenarios may be faxed or e-mailed as a PDF file (using a third-party PDF generator) and discussed in near real time with the client. Output is available as either a detailed report or bar graph.

Rate Watch Report

This module was designed to deliver a valuable and relevant periodic mortgage review to the homeowners. Rate Watch Reports can be sent weekly, monthly, quarterly or whenever appropriate. Many customers are in loans with balloons or conversion dates looming. This part of the program allows you to select a high-end and low-end interest rate, so that you can select the clients affected by this information and run detailed reports that may be e-mailed or mailed to your clients. The report will highlight the benefits available by refinancing into one or more subject loan programs, based on the current rates. One of my favorite parts of this feature is the Mortgage Payoff Plan, which allows you to show the client how quickly they could prepay their new mortgage with the monthly savings gained by refinancing the existing loan.

Equity Repositioning Analysis

Taking this idea a bit further, the Equity Repositioning section provides a detailed analysis of a clients’ existing mortgage loan portfolio, and allows the originator to recommend a new mortgage loan structure with associated payoffs.

In this regard, you are not only showing the client the benefits of a refinance, but the effective accumulation of

PRODUCT OVERVIEW

Name: The Mortgage Coach
Web site: http://www.mortgagecoach.com/
Contact: 6410 Oak Canyon Rd. Ste 100
Irvine, CA 92618, 949/608-3000
Price: $895 per user, $299 annual renewal fee
Recommended System Requirements:
Windows 2000, XP (Windows 98 or ME not recommended), 1.0 Gigahertz (GHz) or higher processor, 250 Megabytes (MB) free disk space, 256 Megabytes (MB) of RAM or Better
Browser: Internet Explorer 5.5 or newer
wealth gained by using these savings to more quickly pay off your home. This report is also used to conduct Annual Equity Reviews to your past clients.

**Others**

Rent vs. Own has been one of my favorites in the very limited form available in Calyx Point, and I am pleased to see a fully featured version in Mortgage Coach that clearly highlights the various economic benefits of purchasing over renting. The Consolidation Analysis is of real value in the cash out scenarios we encounter in paying off existing debt and the tax ramifications of using a mortgage loan for such consolidation. These features of the program are heavily interrelated, targeting a goal of showing the client how to grow their savings and assets long term, and not simply a payment and term calculator as is so often the case when discussing loans with clients.

There is an extensive online tutorial system with demos utilizing audio and Flash animation. In addition, Mortgage Coach sponsors a series of live conventions, online meetings, and ongoing Web-based marketing support for its customers.

**Conclusions**

I highly recommend this product to any originator willing to spend a reasonable amount of time learning to utilize its many features, and commit to using the product as a routine part of the client discussions and product recommendation sessions. Mortgage Coach is more than simply a software product, but a full blown program for managing your clients’ long term, placing borrowers in the most favorable loan scenarios possible—and transforming originators into sought-after mortgage planners.

> **“While many originators may already be familiar with loan analysis tools, Mortgage Coach goes several steps further in providing a tightly integrated package of tools...”**

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