

# Industry Leader Joins EllieMae



**Jonathan Cosie**  
MortgageTrends  
Editor & Founder

The team at MortgageTrends is proud to bring you an exclusive interview with Mr. Robert Madsen, who has recently been appointed to the position of Vice President of Customer Acquisition at industry leading software and services provider EllieMae.

MortgageTrends & EllieMae have been working very closely recently to introduce EllieMae's new flagship product Encompass with great success.

Please take the time to review this informative interview where Mr. Madsen discusses with us his exciting plans for the future at EllieMae in his new role as Vice President of Customer Acquisition.

**Congratulatiuons On Behalf Of The Entire Team  
At MortgageTrends & Best Wishes To Mr.Madsen On  
His New Endeavor.**



**Mr. Robert Madsen**  
Vice President of  
Customer Acquisition



**Jonathan Cosie- Can you give our readers an insight to your professional background?**

**Mr. Madsen** - Sure Jonathan, I spent eight years as Director of Sales Training with S.E. Rykoff & Co. where I oversaw the training and development of more than 700 salespeople. I also have 25+ years in sales management, and corporate training management. I was also an independent business owner, and founded Mortgage Software Group, Inc. in 1991. For the past 12 ½ years I've been with Calyx Software as a founding Marketing Partner.

I was one of four independent Calyx Marketing Partners, and, with the help of three assistants, sold over 12,000 mortgage companies Calyx Point software. In addition, I trained thousands of Calyx Point users around the US in face-to-face, classroom-style training.

**Jonathan - Mr. Madsen, you are known as a key person within the mortgage technology industry.**

**What's the secret to your success?**

**Mr. Madsen** - Be a servant to staff, prospects, and customers - regardless of financial remuneration. Provide solutions to problems, rather than sell products. And with Encompass, help others achieve their financial and personal goals.

**Jonathan - What makes EllieMae as an organization unique and appealing to you?**

**Mr. Madsen** - First and foremost: Ellie Mae's passion to improve mortgage industry connectivity and workflow – this begins with the consumer experience, and flows to the loan officer experience, the processor experience, the broker experience, the vendor experience, and finally the lender/GSE experience. The passion for perfection at Ellie Mae touches all aspects of the mortgage process. At Ellie Mae, "perfect is good enough". The passion is evident and begins with Sig Anderman and Robin Nebel, and can be felt by Ellie Mae's management, technology innovators, sales and support staff ... even the receptionist.

You can hear the passion in their voice, and see it in their eyes as they talk about Encompass and other Ellie Mae products and services - also, EllieMae's dedication to building a very talented staff of "servants" to accomplish their goals.

**Jonathan - There has been quite a buzz about Encompass lately. What makes this product unique within the industry compared to competing products?**

**Mr. Madsen** - Encompass takes mortgage loan management to the next level. What does that mean? Past systems that we call the "LOS" were built on old technology with old workflow mandates. With the advent of automated underwriting, the workflow and processes have

changed, but the technology to support this new workflow has typically not changed. It's the same old loan forms generator modified and patched to accommodate a new business paradigm. The innovators of Encompass have taken a bold step to interview, listen, and the key here is "respond" to the needs of loan officers, processors, and brokers. Basically they evaluated the existing mortgage forms generators, we call loan processing software, and crafted a mortgage management system able to serve the communication and tracking needs of each person or entity involved in the loan management process. Encompass was built with the latest Microsoft .NET technology, with the core system built around connectivity using the Internet, to bring all the people and service providers together in one easy-to-use desktop experience. Jonathan, I have to admit, when I was still at Calyx, and I first saw Encompass last fall, it scared me. For the first time in 12+ years I felt threatened by a competitive product. Not one of the other LOS products ever worried me until I experienced Encompass. Brokers just have to see for themselves! There is a reason that more than 8,000 companies have received and switched to Encompass in the last 60 days.

That one fact blows my mind!

**Jonathan - Mr. Madsen, what are your plans to market Encompass?**

**Mr. Madsen** - My plans are proprietary, however, my passion has been public for over 12 yrs, and that is to serve the needs of the loan officer, processor, and broker. Ultimately, by serving this group, we serve the American public.

I have launched a new website called [www.encompassdemo.com](http://www.encompassdemo.com). At this site, a prospective customer can learn about Encompass, view a short flash presentation, and sign up for an online demonstration of the program with me or my staff. For 12 years I served my customers with Point. Today, I live to evangelize Encompass. I want to show my constituents that it is time to reevaluate their mortgage technology, and that the time has indeed come to invest in their future ... and not just remain comfortable with the present. Encompass will help them generate more profit and more free time. It is an amazing program!

Jonathan, I get excited when a customer calls to say that the technology we have provided has increased their profit and decreased the time needed to run the business. When they tell me that they have more money in the bank, and have more time to spend with their family, as opposed to managing the details of their business, I have succeeded!

**Jonathan- Encompass is already a very impressive product. Will there be regular updates as improvements are made?**

**Mr. Madsen** - Jonathan, I am glad you asked that question. Some people think, "Well I'll wait until version 2.0". Considering that Encompass was released last year, I was quite impressed with the maturity of the program in version 1.0. EllieMae has a seasoned team of designers and programmers. I believe 6 of Ellie Mae's programmers have PhD's in software design engineering. These folks are serious about quality.

The design staff was careful to release a clean product, and then they went directly to the users, listened to the feedback, then quickly released an update to address the feedback with version 1.1. Ellie Mae has an aggressive plan to provide regular, automated, updates to quickly address customer feedback. We will soon release version 1.5. This is the way customers want and need to be served.

**Jonathan- How committed is Ellie Mae to providing user-friendly cutting edge technology?**

**Mr. Madsen** - I was impressed that Ellie Mae actually hired User Interface Design experts to layout Encompass so that the program is easy-to-use....this is not just lip service. The program is designed for the new person. The program looks and feels familiar from the first experience. I am happy to report from users that our designers have succeeded!!!

**Jonathan - The industry is well aware of the high level of service provided by Ellie Mae. What are your plans to maintain and even improve on Client service at Ellie Mae?**

**Mr. Madsen** - That is an important question, Jonathan. Thank you for asking. It is sad when a company takes their constituents for granted as they grow their market share. It is sad when a successful company fails to invest in the continued service of their clients who spent their hard-earned profit to buy their products. Many of your readers have experience this kind of disregard for after-the-sale service. Sig Anderman, CEO of Ellie Mae, and Robin Nebel, President, are committed to service hold times of less than one minute as they quickly grow the user-base of Encompass. When I experienced his passion – first hand – I realized that they WILL keep this commitment to the industry. Both are relentless in the achievement of this goal. It's all about being a servant to the constituents that buy our products. This level of commitment is held by the entire Ellie Mae team. Ellie Mae has just launched a very unique and innovative effort that is unheard of in the industry- we call it our "Concierge Service". A user can sign up for a certified systems engineer to help them install and migrate their systems to Encompass for free! We have an entire staff of highly competent individuals dedicated to user training exclusively. In addition, we have 6 courses to train the different types of Encompass users – loan officers, installers, processors, etc. broken down into small time segments that can be viewed on demand at their leisure. Our courses are only one to one and a half hours in length, so they do not consume your entire workday. We also offer live training classes over the web where our users can submit their questions to our expert training staff and receive answers on the spot!

**Jonathan - What is your goal in terms of market share for the Ellie Mae product line?**

**Mr. Madsen** - Simple - 50% by year's end! But there are other statistics we need to look at – let's use ePass for example. Just looking at the numbers from last month, 18,000 companies used ePass - which is approximately 40% of entire national user base. This represents 25% of all new loan files, which shows the adoption of ePass has been terrific. We will ensure the adoption of Encompass goes equally as well.

**Jonathan- Mr. Madsen, if I may ask how do you plan to reach this goal?**

**Mr. Madsen** - We have over 150 people committed to improving the lives of our users. As users begin to experience this, word-of-mouth praise will cause more and more companies to take a look at Encompass. I invite your readers to go to [www.encompassdemo.com](http://www.encompassdemo.com)

**Jonathan- Are there any other products or services that EllieMae will be introducing into the industry that our readers need to be aware of?**

**Mr. Madsen** – Yes, Insurance! This is a very innovative addition to the product mix inside Encompass. Ellie Mae has given the broker a way to earn additional revenue with the click of one button. Simply put, submit a referral to the insurance agency, and get \$50. This one feature can pay for the cost of Encompass, with money left over. This is a prime example of Ellie Mae's passion for innovation, and that is why I am here!

**Jonathan-** Thank you very much for your time today. Best of luck to you and the team at Ellie Mae!

**For further info on any of Ellie Mae products or service please visit [www.encompassdemo.com](http://www.encompassdemo.com)**