Visibility Like Never Before
Do you know which of your loan officers have the worst pullthrough rates? How about which investors have the longest purchase turnaround times? More importantly, do you know what not knowing those things is costing you?

Investors are more concerned with specific loan, loan officer and homeowner data than ever before and you should be too. By staying up to speed with business trends you can directly affect your pricing, your competitive advantage and ultimately, your profitability.

On-the-Spot Information:
StreetLinks Analytics provides detailed reports and easy to understand graphs covering multiple aspects of your business. Real-time data gives you the operational visibility you need to make faster, well-informed business decisions based on data trends such as:

- **Turn Times** - Showcase fast turn times as a recruiting tool to show potential loan officers the benefits of working for your firm
- **Loan Officer Performance** - Recognize abnormalities in loan officer production and use reports as a management tool to address ways to improve performance
- **Loan Officer Pullthrough** - Determine pullthrough percentages by loan officer to identify and address performance issues before they impact pricing or your bottom line
- **Company Trends** - Compare employee production to previous months, years and branch averages to help drive performance and set expectations
- **Closing Metrics** - Monitor the long-term health of your business compared to market expectations to drive new sales and marketing strategies
- **Investor Turnaround** - Easily see which investors have the fastest purchase turnaround times, most post-closing issues, percentage of locks and more to get a better picture of your best investors
- **Branch Targets** - Compare branch performance metrics to company performance or other branches to easily identify underperformers

Get Started!
Want to see more StreetLinks Analytics features? Schedule a live demo!
Contact a StreetLinks solution consultant at sales@streetlinks.com or 1.800.778.4920.
Key Reports: Locked Loans
See the breakdown of your upcoming locked loan revenue stream by interest rate, loan program, investor and more so that you can make smart decisions on how to set company benchmarks and capitalize on business trends.
Key Report: Pullthrough Reports
Pullthrough is now directly impacting your investor pricing so don’t be left in the dark. Take more control over pricing by getting a handle on your pullthrough percentages. Identify which branch or which loan officers may be bringing your pullthrough down so that you can address the issues before it impacts your rates.
Key Reports: Loan Officer Statistics

Improve the way you manage your loan officers by gaining a true understanding of their sales performance. In these Pipeline reports, you’ll get a quick glance at what each loan officer is producing, including how many loans they’ve closed, total dollar value of their loans, and their locked loan pipeline, allowing you to quickly identify and resolve poor performance or reward success.
Key Reports: Investor Reports
Get a better picture of your investor pool by monitoring metrics like average investor purchase turnaround time, number of locks by investor and number of post closing issues. By gauging which investors are giving you the best return for the price, you’ll gain more control over your pipeline distribution and warehouse line capacity.
Reporting Features

All reports feature convenient and intuitive functionality that makes it easy to find the data you need. You can:

- Easily identify and visually denote trends
- Search data for specific time periods
- Easily view data by branch, by loan officer or by appraiser
- Quickly view graph values by quantity, percentage and dollar value
- View graphs in your preferred visual format (bar, line, pie)
- Print any graph
- Convenient quick view dashboard
- Integration with major LOS systems
- And more!

Key Reports

StreetLinks Analytics regularly adds new reports and enhances reporting capabilities. Here’s a glance at some of the key reports that will be available to you:

**Employee Reports:**
- Monthly Staffing Statistic Graphs
- Listings of Loan Officers, Processors and Administrative Staff - including details production statistics for Loan Officers and Processors

**Aggregate Overview Reports:**
- Performance - Closed Loan Volume & Total Count
- Loan Officer Funding - Top LO, Top LO Purchase
- Branch Funding - Top Branch & Top Branch Purchase

**Closed Loan Reports:**

*Loan Analysis Reports:*
- Closings by Investor
- Closings by Loan Program
- Closings by Loan Type
- Purchase vs. Refinance Comparison

*Processing/Underwriting:*
- Closings by Processor
- Closings by Underwriter
- Loan Denials by Loan Officer/UW

*Post Closing/Investor Delivery:*
- Average Investor Purchase Turnaround Times
- Percentage Post Closing Issues by Investor

*Production Statistics:*
- Average Borrower FICO Score
- Average Loan Amount
- Average Days to Close
- Average Profit Per Loan
- Production Breakdown

**Business Blood Pressure:**
- Business Blood Pressure
- Profit Gap Reporting

**Pipeline Reports:**

*Active Locks Pipeline*
- Locks vs. Floats, by quantity & value
- Average Locked Loan Amount
- Average Borrower FICO Score
- Locks by Rate
- Locks by Loan Program
- Locks by Investor
- Locks by Loan Type

*Loan Officer Pipeline*
- Loans by Loan Officer
- Loan Volume ($) by Loan Officer
- Locks by Loan Officer, by qty & value

*Pullthrough/Canceled Locks*
- Canceled Locks, by quantity & value
- Cancelation by Reason
- Cancelation by Loan Officer
- Pullthrough

*Current Pipeline List*
- Includes details about each loan and borrower, including loan amount, program, rate, investor, loan type, price, LTV, etc

**Accounting Reports:**

*Income*
- SRP Income Trend
- Branch Income
- Processing Income

*SRP*
- Average % of Income per Loan
- Average Income $ per Loan

*Expenses & Margin*
- Payroll Taxes Paid
- Net Margin
- Fixed Expenses per Loan - $ and BPS
- Expenses as % of SRP Income