

CLARIFIRE



KEY PERSONNEL

Jane Mason
Founder and CEO

Melissa Myers
VP, Business Development and Solutions

Richard Guerrero
Director of Risk and Compliance



CORPORATE DETAILS: 11399 16th Court N., Suite 100, Saint Petersburg, FL 33716 | 866.222.3370
eClarifire.com | Info@eClarifire.com

COMPANY DESCRIPTION

Founded in 2007, Clarifire is a privately held, women-owned corporation that provides business process automation software to the financial services industry. A Microsoft Gold Certified Partner and SOC2Type2 and WBENC certified, Clarifire has over a decade of experience in delivering process automation proficiency. The company's founder and CEO, Jane Mason, is a recipient of PROGRESS in Lending's 2019 Lending Luminary award and the Mortgage Bankers Association 2020 Tech All-Star Award for helping servicers work more efficiently and cost effectively, scale quickly, and reduce transactional and reputational risks.

BUSINESS LINES, PRODUCTS & SERVICES

CLARIFIRE®, an innovative workflow automation application for mortgage servicers, uses intelligent business rules to systemically distribute critical information and documents for users to respond quickly to borrower needs. A SaaS solution, CLARIFIRE® automates complex processes, enabling investors, agencies, servicers, banks, borrowers, attorneys, and others to collaborate through a single, secure application. CLARIFIRE's underwriting engine easily integrates with existing technologies, providing GSE and government workouts from the COVID-19 crisis, natural disasters, and other unexpected reasons.

COMPETITIVE ADVANTAGE

CLARIFIRE helps clients transform chaos into clarity. Connected, interactive processes create harmony in your modernized organization. Here's how:

- » CLARIFIRE's robust servicing underwriting engine, **CLARIFIRE CALCULATOR®**, combines workflow automation with all investor, GSE, and government workouts, including disaster modifications. CLARIFIRE CALCULATOR enables bankers, servicers, credit unions, and their customers to get workout eligibility decisions in seconds, making it easy to communicate and solve for borrower distress rapidly. The feature can be integrated with industry data, service providers, and legacy applications, making data sharing cohesive, easy and visible.
- » Clarifire's one-of-a-kind online resource, **CLARIFIRE COMMUNITY®**, enables all parties—including investors, agencies, servicers, banks, borrowers, attorneys, and more—to collaborate on workflows. Most importantly, CLARIFIRE COMMUNITY provides a centralized, seamless touchpoint for borrowers to interact with servicers, input data, and receive automated approvals in minutes.
- » **CLARIFIRE CONTACT®** centralizes all data and workflows into a single view that gives servicers the ability to answer customer inquiries quickly with access to all relevant information at their fingertips. It also integrates with dialer queues, eliminating the need to pull up information once a call center rep is already on the phone with the customer.

- » CLARIFIRE delivers technical and business capabilities that enable organizations to build new processes while simultaneously leveraging extensive, proven processes that have already been built.
- » CLARIFIRE makes the automated exchange of data, images, and notes between the CLARIFIRE application and third-party systems seamless. CLARIFIRE transmits and receives files and data without interruption between applications. The data is automatically uploaded to CLARIFIRE, completing and triggering the actions needed within the workflow.
- » Clarifire offers a full-service SaaS model that includes PaaS capabilities with no development needed. Industry-specific features offer end-to-end seamless processes. Customers can select all of them, or just the ones they need.

ADDED VALUE

- Clients nationwide have used CLARIFIRE to:
- » Automatically process and complete thousands of forbearance requests per day, complete with data updates to their systems of record and approval documents
 - » Achieve an average of 25% to 35% lift in productivity across all departments
 - » Reduce overall workflow cycle times by 50% to 75%
 - » Lower data input time by 68%
 - » Slash loan modification cycle times cut by 58%, with additional time savings created through CLARIFIRE COMMUNITY's self-service workflows and rapid relief automation
 - » Eliminate 80% of manual tasks
 - » Increase productivity by 400% without adding staff
 - » Decrease per-loan costs by 25%

KEYS TO SUCCESS

Mortgage servicing remains a cost center with tight margins and constrained human resources. CLARIFIRE has transformed the financial services industry by helping servicers overcome these challenges by placing operational control and flexibility back in the servicer's hands, enabling them to manage unceasing changes in regulations, investor guidelines, and program offerings with ease. The power of proven, connected workflow automation, coupled with Clarifire's unique CLARIFIRE CALCULATOR underwriting engine and CLARIFIRE COMMUNITY, makes CLARIFIRE a trusted, best-in-breed platform for loss mitigation.

INDUSTRY AWARDS AND ACCOLADES

CLARIFIRE's industry impact has been recognized through multiple honors and awards. Continuing its award-winning influence, CLARIFIRE currently processes 15 forbearance requests per minute, enabling one large servicer to complete over 120,000 forbearances in less than six weeks.