

Kaleidico and Nylx Bring Point-of-Sale Mortgage to the Web

Kaleidico and NYLX have partnered to bring a state of the art point of sale solution to the Web. While many lenders are attempting to breathe life into off-line marketing strategies--mortgage consumers are flocking to the Web for real solutions to their mortgage woes.

FLAT ROCK, MI (PRWEB) August XX, 2008 – Never has the question, "Am I in the right mortgage?," been more on the minds of homeowners. On the heels of exotic mortgages, looming payment shocks, steadily rising mortgage rates, and rapidly declining home values--mortgage borrowers want facts.

Tired of teaser rates, homeowners expect instant pricing and eligibility information from the Web. Splashy banners with unbelievable rates and payments no longer cut it with savvy consumers.

Meanwhile, mortgage lenders are struggling to find marketing solutions that will help them find qualified customers.

Kaleidico and NYLX have teamed up to help both groups succeed in a tough market. "Our mortgage lenders and brokers are looking for smarter and more cost effective ways to target homeowners they can help," explains Keith Burwell, Kaleidico's head of business development. "NYLX allows our clients to target and pre-qualify their Web lead generation efforts in real time and then use Kaleidico's lead management system to instantly turn that satisfied Web inquiry into a closed mortgage."

"Even as the mortgage market gets more complex, with pricing and guideline changes occurring throughout the average day, NYLX can still provide fast, accurate information to Internet mortgage customers," says John Alexander, president of NYLX. "There is no easier customer to close than one given the unique WOW experience of a real-time mortgage quote. Especially a quote the lender can deliver on."

Kaleidico and NYLX are excited about the opportunities and successes this solution is already bringing to clients like Integrity First (IFFGDirect.com). Jake Pescatello, partner at Integrity First, says "Kaleidico and NYLX have given us an advantage over even the largest of lenders because we give offers, while the big banks give promises."

About Kaleidico, LLC

Kaleidico, LLC is a top lead management and lead distribution solution provider, connecting sales organizations to lead generation providers to enable an exceptionally responsive consumer experience for every lead. Kaleidico has distributed millions of Internet leads, helped thousands of sales professionals increase their production, and ensured each and every consumer gets a response to their inquiry. Kaleidico provides lead management and lead distribution platforms to sales and marketing organizations in the United States, Canada, and the United Kingdom via www.kaleidico.com and 866-667-5253.

About NYLX

NYLX operates the mortgage industry's pre-eminent national electronic platform for accurate and up-to-date investor program data, rates, and guideline information. NYLX's industry leading product eligibility and best execution loan pricing solutions, coupled with timely market data, allow mortgage professionals the unique ability to adapt to market conditions in real-time, make smarter decisions, and achieve better executions on all transactions. Since 2004, NYLX has served as the premier conduit of information for mortgage brokers, bankers and investors with free, as well as fee-based service solutions that enhance product delivery, ensure accuracy and streamline processes and business channels.

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