

PROLINK FINANCE

ENTERPRISE-LEVEL KNOWLEDGE MANAGEMENT



ProLink Solutions provides enterprise-level knowledge management solutions. Our applications bring together existing tasks, business processes and data across an organization into a centralized, collaborative work environment. As a result, our clients' relevant knowledge — whether it be data, tasks or business processes — are consolidated in one place, making data capture, analysis and reporting simple.

Developed specifically for the commercial lending process, ProLink Finance helps streamline processing, underwriting and managing complex commercial and multifamily loan transactions.

It includes two separate applications:

- ProLink Finance for Mortgage Bankers: designed for Commercial Mortgage Originations, including Commercial Real Estate Finance and private institutions.
- ProLink Finance for Primary Lenders: designed for commercial real estate financing experts, aiding in the process of finding and closing commercial mortgages and commercial loans for all types of commercial real estate.

ProLink Finance provides a cost effective, efficient way to improve communication and accelerate processes. Tailored to the business models and specific requirements of commercial mortgage bankers and lenders, it includes a customized, web-based interface and configurable database that can be accessed and leveraged across an entire organization.

Recent Clients Include



Important Benefits

- Create a more rapid return on investment.
- Increase user adoption by integrating documents and spreadsheets already in use.
- Improve productivity by eliminating redundant data entry.



It's still your work, we just make it easier.

The ProLink Methodology is based on the fundamental principle of leveraging each client's existing financial models, spreadsheets, loan documents and data — and the intellectual capital they contain — in an automated, integrated and web-enabled process management solution.

We have found that mortgage bankers and lenders want to continue to use the tools that they know and trust, and our solutions are designed accordingly. This includes Microsoft Word and Excel files, which can be seamlessly integrated into the ProLink system. The end result is reduced time spent searching for and reporting on information contained in an organization. This approach accelerates the learning curve and enhances user adoption, which are critical to each project's success.

ProLink adapts to the way you do business. As a framework, it is an extensible development platform with a collection of software components common to all solutions.

These software components include behind-the-scenes processes such as database access, security, and audit trails as well as user-interface processes such as file sharing, user customized ad-hoc reporting capabilities, and business process automation.

With ProLink Finance, you can:

- ▶ Create shorter loan cycles through a more effective approach to pipeline & capital management
- ▶ Monitor deal flow using automated web-enabled business processes
- ▶ Measure results using real-time information, making users more efficient and productive
- ▶ Leverage existing tools and information to reduce (or even eliminate) redundant data entry
- ▶ Seamlessly convert familiar forms, spreadsheets and documents to ProLink Desktop to facilitate user adoption and shorten learning curves
- ▶ Create both web-based and ProLink Desktop data repositories which allow easy and convenient information capture
- ▶ Forecast operating cash flows

Additional Services:

- ▶ **Custom Software Application Development:** customized applications, customizations to existing applications and development of new products that integrate with existing systems
- ▶ **Microsoft Office Integration:** integration from existing MS Office Word® & Excel® files to the ProLink database
- ▶ **Data Integration and Database Conversion:** data integration and conversion, converting existing in-house databases into our ProLink data model

Contact Us

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