



For more than 16 years, Taylor Morrison Home Funding has connected its customers to mortgage loan consultants that understand their needs and lay out competitive options that put them into their dream homes. By developing personal relationships and providing an optimal customer experience, Taylor Morrison Home Funding builds trust with its borrowers.

The Challenge

Many Taylor Morrison Home Funding customers begin construction of their homes while their mortgage is still in process. Though they have selected custom upgrades and finishing touches for their dream home, it is not their home until the mortgage process is completed and the keys are in their hands. The challenge is that builders must have certainty that, with all of those personalized customizations, the customers can close their loan.

Building a dream home can take up to one year. Meanwhile, the initial documentation customers submit is only good for a limited time. Taylor Morrison Home Funding is challenged to verify customer information over and over again during the home building process. Factors such as a borrower's circumstances and changing interest rates cause stress and concerns for both the buyer and the builder.

The Solution

Taylor Morrison Home Funding was intrigued when it first learned about Day 1 Certainty™ at the 2016 MBA Annual Conference.

“When I heard about Day 1 Certainty and the possibility for digital validation, I got really excited. I thought, ‘Finally! Finally, we’re at a place where we can start the mortgage process and provide clarity without our buyer having to give the same information over and over again!’ It was definitely a win.”

Tawn Kelley, President of Taylor Morrison Home Funding

Through Ellie Mae's Encompass® program, Taylor Morrison Home Funding tested the Desktop Underwriter® (DU®) validation service to learn, firsthand, how well the mortgage process aligned with the home buying process. The DU validation service, a component of Day 1 Certainty, lets clients verify their asset, income, and employment documentation when the home is completed so the purchase can close on time. While delays in the home building process often occur, with the DU validation service, buyers often times don't have to resubmit documentation if a delay pushes them past their planned closing date.

By implementing Day 1 Certainty, Taylor Morrison Home Funding manages the mortgage process quickly so the builder can stay focused on completing construction of their customer's dream home with confidence. In turn, Taylor Morrison Home Funding processes the mortgages with the personalized service they have built their reputation upon – giving families assurance and certainty throughout the home buying process.

Since implementing Day 1 Certainty, Taylor Morrison Home Funding has been able to reduce Application-to-Close time by five business days.

“Our priority as a builder/lender is to give the buyer peace of mind. Day 1 Certainty is helping us do that,” says Tawn Kelley, president of Taylor Morrison Home Funding. “Implementing Day 1 Certainty was not a barrier for us. We made training our core team a priority. Once we had key folks on board and educated, implementation challenges were eliminated. Now, as we hire new people, Day 1 Certainty is just part of how we do what we do.”

To learn more about Day 1 Certainty and the DU validation service, visit: DUValidationCenter.com

**Customer comments are based on their own experiences with Day 1 Certainty. Reductions in cycle times may not be typical.*