

Simplicity in a complex business

Multiply your growth through actionable intelligence in mortgage recruiting and mortgage market analytics.



A proud Total Expert partner with 16 joint customers and over 60 total customers, including IMBs, banks, credit unions, mortgage insurance, title and fintech companies and regulators.

InGenius is a 2022 award winner in The Mortgage Collaborative's 2022 Tech Fund Competition.

“Until InGenius, we had difficulty finding [reliable data](#) that was presented in an accessible way to help us with our recruiting goals. We’ve expanded our usage of InGenius beyond our original goal of talent acquisition. It helps us understand who our existing loan officers are working with and the real estate agents in the market.”

– Ryan Woodruff – SVP Business Development, Hallmark Home Mortgage

Lenders must continually balance efforts and resources based on economic and market shifts, which is challenging during periods of shrinking volume, margin compression and producer attrition. InGenius data provides valuable insights that help companies recruit producers, find and establish real estate relationships and target desired consumer segments (including LMI and MMCT). Companies can maximize the value they get from their CRM, tools and strategies by fueling them with InGenius data.

Maximize time and resources for your planning and production using InGenius’ actionable intelligence: Find and recruit MLOs and agent partners using InGenius’ dynamic filtering options that are fully integrated with your Total Expert CRM. Review MLO and agent production, business relationships, and transaction types with provided agent content info. Compare stats to peers across MSA; InGenius data drills down into LMI and MMCT data and uncovers SPCP and DPA opportunities. Create custom reports to strategize, target and engage using multi-sourced data blended in a patent-pending process for superior accuracy.

InGenius and Total Expert allows lenders to level up their efforts in their existing CRM platform. The InGenius integration assists leadership in finding loan officers who match the strengths and goals of the company using dynamic filtering. Find “best fit” candidates that align with company culture and help advance specific goals such as expansion into and increases of certain loan types, geographic areas or demographic segments. The InGenius integration provides easy access to MLO and real estate agent production and contact information that allows users to action directly off the data to create custom journeys for recruiting and prospecting. InGenius assists companies in advancing their diverse market efforts and reporting capabilities with race, ethnicity, LMI%, MMCT, filters built into recruiting, real estate analytics, market analytics modules. Together, InGenius and Total Expert provide simplicity in a complex business.