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In early 2002, Advanced Financial Company began looking for a new commercial software package to handle their loan servicing.

“We had outgrown our legacy commercial software package,” says Sabrina Locke-Maston, Director of IT for both Advanced Financial Group and its parent company, Grand Pacific Resorts. “We knew it was time to get on a newer platform – something we knew could scale as we grew the client base. Adding new modules to the legacy system proved to be difficult.”

After a year of searching – and attempting to implement a new system that didn’t pan out – Advanced Financial found Nortridge Loan System (NLS). “We didn’t find them immediately but were sure glad when we finally did,” Locke-Maston reports.

Locke-Maston says the attraction to NLS centered on the system’s flexibility, robust reporting engine and its ability to integrate with Advanced Financial’s in-house custom reporting methods and custom applications. “We also knew that they had a long track record with customers of all sizes. It was nice to know that we weren’t trailblazing.”

According to Locke-Maston, the firm has seen a significant increase in productivity and efficiencies gained through NLS. “We now have a much more efficient way to do things. The month-end process used to continue through the 10<sup>th</sup> and 11<sup>th</sup> of the next month before we’d balance all of our month-end reports. Now they’re done by the 2<sup>nd</sup>.”

“We’ve seen major improvements in all of our divisions,” Locke-Maston says. “Our New Loans department is now boarding new loans at 50 percent faster rate. Our Cash Receipts department, which processes hundreds of cash receipt payments per day, has also experienced about a 50-percent improvement compared to the old system. As a result, our customers get information quicker and our collection efforts are accelerated.”

Locke-Maston also points out the importance of vendor-supported implementation. “Like any software package – even the best of the best in terms of functionality – you’re only as good as your implementation. So even if it’s a great piece of software, if you don’t have the help of the vendor to roll it out properly, then it’s not going to have the best impact on your operations.”

“We’ve been very pleased with Nortridge’s support, both in terms of implementation and post-sales customer service. They have really proven to us that they’re a sharp team and they know their stuff. ”

Sabrina Locke-Maston, Director of IT for both Advanced Financial Group and its parent company, Grand Pacific Resorts.

Advanced Financial Company provides nationwide comprehensive loan servicing and sub-servicing, collection, and management services for financial institutions, corporations, and other organizations. It

is an affiliate of Grand Pacific Resorts LLC (<http://www.grandpacificresorts.com/>), an organization that develops, owns and operates hotels and timeshare resorts. As the oldest and largest vacation ownership company based in California, Grand Pacific Resorts manages 11 properties throughout the state of California.

For more information on Advanced Financial, please visit [www.advancedfinancialcompany.com](http://www.advancedfinancialcompany.com) or call 1-800-234-6222



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