truv

CUSTOMER STORY

CMG HOME LOANS

CMG Home Loans cuts verification costs by over $800K/month with Truv.

$800K+	70%	11.7%	<3mo
MONTHLY SAVINGS	VOIE LOGIN CONVERSION	R&W RELIEF UPLIFT	CUSTOM IMPLEMENTATION

ABOUT THE COMPANY

CMG Mortgage, Inc. (CMG Home Loans)

CMG Home Loans (CMG Mortgage, Inc., NMLS ID# 1820) is a privately held, well-capitalized mortgage lender founded in 1993. As a top 10 nationwide lender, CMG operates in all 50 states plus the District of Columbia, funding over 50,000 loans annually. The company holds approvals with FNMA, FHLMC, and GNMA.

Known for its proprietary technology and customer-centric approach, CMG has built a suite of custom tools—including a proprietary point-of-sale system (SmartApp), a custom loan officer portal (Clear), and integrated workflow automation—that give the company a competitive edge in retail innovation.

The $1.1M monthly verification problem.

Before partnering with Truv, CMG was spending $1.1 million per month on income and employment verifications through a third-party provider. A rigid sequential call structure limited adaptability, while limited integration capabilities led to redundant steps and manual workarounds. CMG needed a modern, cost-efficient, and flexible VOIE solution without sacrificing accuracy or compliance.

CMG partnered with Truv to implement a borrower-driven verification strategy that could be fully embedded into their custom-built ecosystem—delivering immediate cost savings while enabling multi-channel flexibility and strategic segmentation across their nationwide operations.

AT A GLANCE

Top 10 Lender MARKET POSITION	50,000+/yr LOANS FUNDED	$1.1M/mo PRIOR VOIE SPEND	All 50 States + DC OPERATIONS
Founded 1993 EST.	Custom POS POINT OF SALE	Custom LOS LOAN OFFICER PORTAL	FNMA FHLMC GNMA APPROVALS

WHY TRUV

The Truv Platform

CMG selected Truv for its API-first architecture, unmatched coverage, and ability to embed directly into CMG's proprietary POS and loan officer portal—replacing costly legacy verification providers with consumer-permissioned data from the source.

96% US WORKFORCE COVERAGE	80% AVG. COST SAVINGS	150+ LENDER CUSTOMERS	<2s API RESPONSE TIME

THE CHALLENGE

$1.1M Monthly Verification Spend & Rigid Legacy Systems

As a top 10 nationwide lender funding over 50,000 loans annually, CMG Home Loans was spending $1.1 million every month on verifications through a third-party provider. Beyond cost, rigid sequential call structures and limited integration capabilities created operational drag. CMG needed a partner that could deliver both cost efficiency and deeply embedded, flexible workflows.

Unsustainable verification spend

Monthly verification spend of $1.1 million with a third-party provider, creating significant cost pressure across the organization

Rigid sequential call structure

Legacy provider's rigid sequential call structure limited adaptability and prevented strategic optimization of verification workflows

Limited integration capabilities

Existing provider offered limited integration options, leading to redundant steps, manual workarounds, and workflow friction

No multi-channel flexibility

Lack of flexibility to enable multi-channel strategy, cost efficiencies, and strategic segmentation across their nationwide operations

Need for modern, flexible VOIE

Required a modern, cost-efficient verification solution that could maintain accuracy and compliance while embedding into CMG's proprietary systems

> After assessing the market, it became clear that a traditional, vendor ordered verification model was not enough. We needed a borrower driven strategy that engages the customer directly and delivers a more complete income profile, not just a single point verification. That depth gives us greater flexibility across our investor base without increasing documentation burden or cost.

PA

Paul Akinmade
Chief Strategy Officer, CMG Financial

THE SOLUTION

Borrower-Driven Verification Embedded in CMG's Ecosystem

Truv partnered closely with CMG to implement consumer-permissioned verification at the top of the waterfall, maximizing data coverage. The solution was fully embedded into CMG's custom-built point-of-sale system and Clear loan officer portal, leveraging Truv's API-first architecture.

BORROWER-FACING

Custom POS Integration

Truv's VOIE flows are embedded directly within CMG's proprietary point-of-sale system (SmartApp), enabling borrowers to connect their payroll accounts and complete verifications seamlessly as part of the loan application process. Direct payroll connections ensure data surety from the source.

LOAN OFFICER

Clear Portal Integration

Truv is also embedded within CMG's Clear loan officer portal, giving loan officers direct access to initiate and monitor verifications without leaving their core workflow. Configurable templates support JV partners, and real-time notification webhooks keep teams informed at every step.

BEFORE		TRUV BRIDGE		RESULT
Rigid sequential calls to legacy provider	→	**Borrower connects payroll directly**	→	**Instant verification across POS & LO Portal**

Truv's API-first architecture enabled CMG to leverage diversified APIs, real-time notification webhooks, and configurable templates for JV partners—all fully embedded within their proprietary ecosystem. This approach replaced the rigid sequential call structure of the legacy provider with a flexible, borrower-driven strategy.

Enhanced data surety through direct payroll connections means CMG's credit risk team now accepts Truv's WVOE reports without requiring additional paystubs—streamlining the underwriting process and reducing documentation burden for borrowers and loan officers alike.

The custom implementation was completed in under three months, with Truv's team working hand-in-hand with CMG's engineering team to ensure seamless integration across both borrower-facing and loan officer-facing portals.

> *"Truv stood out not only for its technology, but for its alignment with how we build. The solution is scalable, reliable, and fully embedded within our ecosystem. Most importantly, it keeps the experience under our control, allowing us to move faster, operate smarter, and continuously optimize as the market evolves."*
>
> — Paul Akinmade, Chief Strategy Officer, CMG Financial

OUTCOMES

Key Results

$800K+ Monthly Cost Savings

CMG reduced verification costs by 73% compared to the legacy provider, saving over $800,000 every month—down from a prior spend of $1.1 million per month.

70% VOIE Login Conversion Rate

Borrowers successfully connect payroll accounts and complete verifications at a 70% post-login conversion rate, driving a seamless experience that accelerates loan decisions.

11.7% & 10.2% R&W Relief Uplift

Truv delivered an 11.7% uplift in income validation rep and warranty relief and a 10.2% uplift in employment validation R&W relief, reducing risk exposure across CMG's portfolio.

Custom Implementation in Under 3 Months

CMG launched a fully embedded integration across both their custom POS and Clear loan officer portal in under three months, proving Truv's flexibility for custom builds.

BEFORE TRUV

Monthly VOIE spend	**$1.1M/mo**
Verification architecture	**Rigid sequential calls**
Integration flexibility	**Limited analytics**
Workflow automation	**Manual workarounds**

WITH TRUV

Monthly VOIE spend	**~$300K/mo**
Verification architecture	**API-first flexible**
Integration flexibility	**Real-time webhooks**
Workflow automation	**Fully embedded**

PARTNERSHIP

Hands-On Partnership and Ongoing Support

Truv's collaboration with CMG goes beyond technology—it's a true partnership focused on continuous optimization and measurable outcomes.

Detailed Documentation
Comprehensive onboarding docs and hands-on integration support

Enablement Sessions
Regular training and enablement sessions for CMG teams

Weekly Check-Ins
Post-launch weekly check-ins with CMG's support team

Real-Time Resolution
Immediate issue resolution and continuous performance optimization

Performance Optimization
Ongoing data-driven tuning for maximum conversion rates

JV Partner Templates
Configurable templates tailored for joint venture partner workflows

CONCLUSION

$800K+	70%	11.7%	<3mo
MONTHLY SAVINGS	VOIE CONVERSION	R&W UPLIFT	IMPLEMENTATION

Through its partnership with Truv, CMG Home Loans has transformed how it manages verifications—achieving **over $800,000 in monthly cost savings**, a **73% reduction in verification costs**, and **streamlined operations** across both their proprietary point-of-sale system and Clear loan officer portal.

By implementing a borrower-driven verification strategy with Truv at the top of the waterfall, CMG gained the flexibility to enable multi-channel strategies, strategic segmentation, and continuous optimization—all while maintaining the accuracy and compliance standards required by FNMA, FHLMC, and GNMA. The **11.7% uplift in income validation R&W relief** and **10.2% uplift in employment validation R&W relief** further demonstrate the data quality and risk reduction Truv delivers.

This collaboration showcases what's possible when a technology-forward lender and an API-first verification platform align around shared goals: **efficiency, flexibility, and borrower-first lending**. Looking ahead, CMG and Truv continue to optimize performance and expand capabilities across CMG's proprietary ecosystem.

About CMG Home Loans

CMG Mortgage, Inc. (NMLS ID# 1820) is a privately held, well-capitalized mortgage lender founded in 1993. As a top 10 nationwide lender, CMG operates in all 50 states plus the District of Columbia, funding over 50,000 loans annually. Known for proprietary technology and retail innovation, CMG holds approvals with FNMA, FHLMC, and GNMA.

Visit: cmghomeloans.com

About Truv

Truv empowers 150+ lenders to instantly verify income, employment, and asset data directly from the source. With best-in-class coverage, configurable workflows, and a focus on consumer-permissioned data, Truv helps financial institutions streamline underwriting while dramatically reducing costs. Truv's full suite of solutions provides GSE-eligible reports for submission to Freddie Mac and Fannie Mae, protecting lenders from buyback risks and delivering market-leading data quality.

Learn more at truv.com

See What Truv Can Save Your Team

If CMG's challenges sound familiar, we'd love to show you what's possible. Join 150+ lenders saving 60–80% on verifications with consumer-permissioned data from Truv.

Request a Custom ROI Analysis

More Customer Stories

Questions? Contact us at sales@truv.com

truv