

TRANSFORMING THE LENDING EXPERIENCE:

PrimeLending's Digital Evolution With Blue Sage



COMPANY PROFILE

- Top 15 national mortgage lender ranking (Inside Mortgage Finance)
- Celebrating 40 years of lending in 2026
- Headquartered in Dallas Texas, serving borrowers nationwide

THE CHALLENGE

PrimeLending needed a modern, unified digital lending platform that could meet rising borrower expectations while reducing operational friction for loan officers and staff.

THE RESULTS

- Elevated borrower satisfaction
- Dramatically accelerated loan production
- Increased operational efficiency

PrimeLending is not affiliated with Blue Sage Solutions.

Overview

PrimeLending, a top national mortgage lender with nearly 40 years of experience and a 96% customer satisfaction rating, began working with Blue Sage in 2019 with a bold objective: to modernize the mortgage experience for both borrowers and lending teams.

What started as a platform transition has grown into a six-year transformation initiative, setting a new benchmark for digital origination. Together, PrimeLending and Blue Sage have streamlined workflows, accelerated time-to-close, and elevated the borrower journey with a unified, modern lending experience.

The Challenge

PrimeLending recognized early signs of a shifting market: borrowers increasingly expected seamless, digital-first interactions, while internal teams needed technology that reduced manual steps instead of adding them. Fragmented systems, paper-based processes, and inconsistent workflows made it harder to deliver the level of speed and service PrimeLending is known for.

To stay ahead, PrimeLending needed a lending platform that was intuitive for users, scalable across all channels, and

capable of bringing every stage of the origination lifecycle into one streamlined environment.

The Solution: Blue Sage Digital Lending Platform

PrimeLending selected Blue Sage to power its origination future, choosing a partner that could move with the same speed, scale, and customer-first mindset. After approximately 12 months of implementation and a successful pilot, PrimeLending originated its first loan on the Blue Sage Digital Lending Platform on June 3, 2019, with a full enterprise rollout across all branches.

Blue Sage's modern architecture and configurable workflows helped PrimeLending streamline processing, reduce manual touchpoints, and strengthen team communication. Over time, the two organizations co-developed enhancements that improved usability, increased transparency, and elevated the overall customer experience.

"This partnership didn't just modernize our operations—it transformed the borrower experience," said Steve Thompson, PrimeLending President and CEO. "We're proving what's possible when advanced technology meets 40 years of mortgage expertise."

Loan applications processed

300+
THOUSAND

Faster closing timeframe

27
PERCENT¹

Faster submission-to-underwriting, significantly improving speed and throughput

58
PERCENT²

¹Based on average time from triggering TRID to Confirmed Closed. ²Based on average time from submitted to processing to submitted to underwriting.

Beyond efficiency gains, the platform created meaningful time savings for lending teams—time they could reinvest into advising borrowers, nurturing relationships, and delivering the high-touch service PrimeLending is known for.

Key Partnership Milestones

Since going live on Blue Sage, PrimeLending and Blue Sage have collaborated on a series of strategic enhancements that have strengthened performance across the lending lifecycle:

- **Enterprise-wide migration** to the Blue Sage LOS.
- **Launch of Apply Now and Home Loan Tracker**, giving borrowers a seamless way to apply, securely upload documents, track progress, and eSign—all from a single experience across all devices.
- **Expansion of key integrations**, including DataVerify, Optimal Blue, PointServ, and Covered Insurance
- **Accelerated system connectivity** using Blue Sage's custom integration tools, improving data consistency and workflow transparency.
- **Growth into new lending products**, including Construction-to-Permanent capabilities.

Collectively, these milestones established a more intuitive, digitally enabled environment for both borrowers and employees — one that continues to evolve as the partnership deepens.

Strategic Advantage

PrimeLending's early commitment to a full enterprise migration gave the organization a significant competitive advantage. While many lenders are now rushing to modernize amid rising expectations and economic pressure, PrimeLending already benefits from a mature digital foundation, embedded efficiencies, and a borrower experience that has been steadily refined over six years.

Blue Sage's configurable architecture and robust API connectivity allow PrimeLending to adapt quickly to regulatory changes, market volatility, and new consumer behaviors. The result is an origination environment that is faster, more resilient, and more responsive to the realities of modern lending.

Looking Ahead

PrimeLending's digital transformation is far from complete — by design. The lender continues to partner closely with Blue Sage as platform capabilities expand, integrations deepen, and new lending products come to market.

As the industry accelerates toward more automated, data-driven origination, PrimeLending is positioned to lead rather than react. Their investment in a modern POS and LOS, paired with a collaboration-oriented approach to innovation, ensures they're ready for what's next: faster cycles, greater operational agility, and a borrower experience that continues to raise the bar for the industry.



“Together with Blue Sage, we've been able to bring to market a home financing experience that reflects PrimeLending's commitment to expertise, speed, and personalization — helping us unlock our teams' potential and delight our customers in ways that truly set us apart.”

STEVE THOMPSON
PRESIDENT & CEO
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