Q4 Company

Simplist Technologies Officially Launches Sonar, the First-Ever Mortgage Experience Platform

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New platform exits beta, empowering mortgage professionals with a unified, AI-enhanced solution that optimizes processes, increases productivity and fosters seamless collaboration

NEW YORK--(BUSINESS WIRE)-- Simplist Technologies, the innovator behind the award-winning mortgage marketplace Simplist, is excited to announce the official launch of **Sonar**, the world's first mortgage experience platform. This follows a successful beta phase with over 200 mortgage companies. Sonar seamlessly integrates loan origination system (LOS) and point-of-sale (POS) systems, providing mortgage professionals with a comprehensive, all-in-one solution to revolutionize the mortgage journey from start to finish.

"With Sonar, we've combined the POS and LOS into a single, streamlined platform, enhancing the entire mortgage journey for mortgage originators and borrowers alike," said **Chris de la Motte**, co-founder and co-CEO of **Sonar**. "By helping thousands of people secure mortgages through Simplist, we gained deep insights into the often disjointed and complex nature of mortgage systems. We experienced firsthand the frustrations of using a fragmented tech stack, and Sonar was built to solve these problems by creating a seamless, modern solution for the entire industry — including borrowers and mortgage professionals alike."

The mortgage industry has long grappled with outdated and disconnected systems, often requiring mortgage professionals to juggle multiple tools to manage a single loan. This disjointed process can result in high costs, inefficiencies and frustration for originators and consumers alike. Sonar addresses these challenges head-on by offering a unified platform that simplifies the origination process, enhances productivity and reduces costs. Key features include:

- AI-Enhanced Efficiency: Sonar's artificial intelligence (AI) capabilities automate routine tasks, accelerating workflows and allowing mortgage professionals to focus on higher-value activities.
- Real-Time Collaboration: Multiple users can work on the same loan simultaneously, promoting seamless teamwork and faster loan processing.
- White-Labeled Flexibility: Firms can implement their branding and identity throughout the entire platform, offering a consistent experience to clients.
- Scalable Architecture: Designed to support large teams and growing businesses alike, Sonar is highly configurable and built to evolve with each company's changing needs.

Anthony Sherman, co-founder and co-CEO at Sonar, added: "With over 20 years of experience in the mortgage industry, I have never been as excited about a development as I am about AI. AI is set to revolutionize mortgage origination by automating the nuanced processes, reducing costs for originators, minimizing errors and ultimately providing a better experience for consumers. At Sonar, we are proud to be at the forefront of this transformation, streamlining workflows and relationships with AI-powered tools and bringing mortgage loan origination into the modern age."

Simplist Technologies' deep understanding of the industry, honed through the success of its consumer mortgage platform **Simplist** — which has facilitated several billion dollars in originations and emerged as one of the fastest-growing mortgage companies in the United States — uniquely positions the company to address the complex challenges of mortgage origination. For more information, or to schedule a demo, please visit **yoursonar.com**.

About Sonar

Sonar, created by the team behind the award-winning mortgage marketplace Simplist, is the world's first mortgage experience platform. This all-in-one solution integrates loan origination software, point of sale software, a product pricing engine and customer relationship management into a seamless platform that revolutionizes the mortgage journey from start to finish. Sonar's advanced AI-powered technology enhances productivity, lowers costs and enables real-time collaboration, making it the preferred choice for top companies. With its scalable design, Sonar is the ultimate solution for modern mortgage professionals, setting a new standard for the future of mortgage origination. Learn more at **yoursonar.com**.

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StreetCred PR

Stoyan Bojinov

stoyan@streetcredpr.com

224-622-6637

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