

Keeping Families in Homes

Addressing the Foreclosure Crisis with Salesforce

National Community Capital LLC (NCC) works to reduce foreclosures, keep distressed families in their homes, and stabilize neighborhoods.

NCC was established in 2012 by its nonprofit parent organization, New Jersey Community Capital, to oversee an innovative response to the foreclosure crisis that includes the bulk purchase and modification of nonperforming mortgages. NCC has worked in 13 states and has helped more than 1,300 homeowners avoid foreclosure through affordable mortgage modification, loan payoff, short sale, or deed-in-lieu of foreclosure. Learn more at www.newjerseycommunitycapital.org/initiatives/restart



CHALLENGES

- Complex and hard-to-maintain spreadsheets prevent streamlined data entry, management, and export tasks needed for real time loan tracking by internal NCC Program management staff and external partner organizations (housing counselors, servicers and investors)
- Need to support a dramatic increase in loan volume and interactions with external partner organizations
- Difficulty in tracking communication between internal staff and external partner organizations
- Need system-wide access controls, with support for multiple types of users including internal staff and external partners
- Inability to efficiently upload, track and share loan documentation across users
- Requirement to integrate data provided by external partners

PROJECT HIGHLIGHTS

Creative use of Salesforce Standard and Custom Objects

- Loans make use of Opportunities with Stages and Phases as well as strategic custom rollup fields from related objects to display critical information
- Opportunity Contact Roles define the various players across organizations involved with the loan
- Campaigns track the loan pools that group the loans that are purchased together
- Accounts track the mortgaged properties and organizations; record types distinguish between different types of associated organizations: servicers, investors, homeowners associations, housing counseling agencies and government housing authorities
- Loan parameter custom object related to the loan allows for tracking loan details over time
- Property valuation custom object related to the loan allows for tracking the property appraisal and valuation over time

Custom homepages in Lightning

- Internal NCC homepage uses a custom component for easy viewing and manipulation of task information, as well as a custom report for a quick view of all in-process loans
- Community homepage includes a custom task-based report so partner organizations can quickly and easily focus on highest priority activities

Workflow automation streamlines task tracking and assignment

- Used Process Builder to consolidate specific sets of chronological activity descriptions (Notes) for easy viewing on the loan record
- Created and automated tasks associated with loans based on stage, phase, and completed tasks

Apps provide added value and critical functionality

- DemandTools scenarios automate imports (inserts, updates, upserts) for data files provided by partner organizations
- Declarative Lookup Rollup Summaries allow for easy non-standard rollups

SOLUTIONS

- Implemented **Sales Cloud** with **NPSP** for internal NCC Program management staff
- Used **Opportunities** as the base object for high-level loan tracking and related custom objects for loan details
- Implemented **Community Cloud** to enable external partner organizations to have direct access to view, edit and manage their loans in real time
- Enabled **Salesforce Files** to associate documents to each loan
- Created **DemandTools** scenarios to facilitate the import of new loan information from files provided by external partners
- Implemented **Chatter** and **task automation** to provide efficient loan-specific communication for all parties

RESULTS

WITHIN 6 MONTHS OF IMPLEMENTATION

- Loans in active management **increased by 39%**
- **Scope of work expanded** as NCC shifted away from fee-for-service modification services in favor of complete asset management from acquisition to disposition.
- **Percentage of active loans receiving complete asset management increased from 22% to 75%**
- Number of partner organizations accessing data through Community Cloud **increased from 3 to 24**
- Number of internal staff only increased by 1.5 full-time employees (23%) due to the **efficiencies provided by Salesforce**
- Reduced weekly staff **time spent on reporting by 90%**

SINCE MARCH 2017

- **1,226 loans purchased**, with NCC providing complete asset management for all loans
- **4,481 tasks completed** documenting process flow and milestone completion
- **10,281 feed items** replaced emails and phone calls between NCC and housing counselors
- **243,152 NCC, housing counselor, and servicer notes logged**

