



# PRMG fuels growth and efficiency through iCIMS partnership

Paramount Residential Mortgage Group (PRMG) has been a leading community lender in the mortgage industry since opening its doors in 2001. They have over 2,700 employees at 250 locations nationwide, focused on serving underserved communities by getting them home loans.

## The challenge

PRMG has retail branches across the United States, and every branch manager is responsible for growing their own team. With its previous applicant tracking tool, PeopleMatter, PRMG was plagued with an inefficient hiring process, relying on many outside technologies to finish even basic recruiting tasks.

PeopleMatter lacked flexibility in its workflows, a problem since there's a lot of hiring complexity in the mortgage industry said Daniel Lewis, Director of Human Resources. Candidates were tracked in Excel spreadsheets, reporting was completely manual, and the complex offer process was handled with Microsoft Word documents.

Knowing that PRMG was scaling rapidly, the organization saw an opportunity to research new systems for applicant tracking. Lewis and his team conducted extensive research into the industry, their competitors, and with internal hiring managers before making the switch to iCIMS.

## How iCIMS helped

PRMG's transition to iCIMS couldn't have come at a better time. The team implemented in September 2019, and had their new processes in place in time for the drastic shift in business that happened during the pandemic.

*"In 2019, we were averaging about 125 hires per month. That grew to 250 new hires per month overnight with the pandemic and the mortgage rate collapse. Had we not implemented iCIMS, I don't know how we would have handled that."*



**Daniel Lewis**  
Director of Human Resources  
Paramount Residential Mortgage Group

PRMG now has workflows configured to its hiring process and complex reporting on all talent and staffing initiatives. Automated resume parsing and a configurable application process allowed PRMG to reduce its application time from upwards of 45 minutes to just 5 minutes. Lewis' team also handles its onboarding with iCIMS as well, tracking key milestones and using iCIMS' Text Engagement tool to welcome new hires to the business when their onboarding is complete. Through a seamless integration, all new hire data is then transferred into Great Plains to complete the process.

"With iCIMS, we've eliminated most of the manual tasks and get to sit back and watch the system track our applicants for us," Lewis said.

**88% drop  
in candidate  
application time**

**83% drop in offer  
creation time**

## PRMG make the offer process efficient

PRMG hires for a variety of positions, but their most complex positions are for their sales positions and their business-to-business account executives. These are licensed positions, and they are considered exempt employees, meaning they don't make a set hourly wage or salary.

Loan officers are paid on commissions – which vary greatly between self-generated opportunities and in-house generated opportunities. On top of that, in the mortgage industry, loan officers may have down periods of bringing in little to no business. In order to stay competitive and keep their best loan officers, PRMG offers a variety of guarantees and sign-on bonuses.

When it comes to account executives, PRMG's offers get even more challenging. Based on a series of product goals and metrics, earnings tiers and bonuses, each offer varies greatly.

Before iCIMS, all of this work was done by individual hiring managers at each branch in Microsoft Word, a process that took 45 minutes to an hour for each offer letter, and left room for error. PRMG implemented iCIMS Offer Management within its system and gave its 200+ hiring managers access. Now, they simply input the required information into the Offer Details tab, and answer questions that PRMG has formulated to create an offer.

The hiring manager can choose from over 40 customized templates, and the details are automatically piped into the Offer. Approvals are completely automated within the system, and the digital version sends directly to the candidate. The entire process now takes hiring managers between 5 and 10 minutes.



### At a Glance

**Industry:**  
Financial Services

**Headquarters:**  
Corona, California

**Number of Employees:**  
2,700+

**iCIMS Client Since:**  
2019

**iCIMS Products:**  
Text Engagement, Applicant Tracking, Offer Management, Onboarding

**Third-Party Integrations:**  
HRIS (Great Plains), I9/E-Verify