

## Hometown Lenders saves money and time thanks to Premier Technology Advisors' skillful negotiations.

### Problem/ Situation

HOMETOWN LENDERS  
NEEDED A ONE-STOP  
SHOP FOR ALL  
THEIR VARIOUS IT  
VENDOR NEEDS.

The relationship between Hometown Lenders, a multi-channel mortgage lender, and Premier Technology Advisors originated at Grant Woodall's previous company, a wholesale-focused mortgage lender. After contracting several different IT vendors, keeping track of the contact lists, accounts, and other associated paperwork became increasingly complicated for the company. When a tornado knocked out the power for a week and the majority of communication systems were down, the company realized that it needed to go with a different setup if it aspired to grow.

The company originally sought a single vendor to fulfill all of its IT needs, but two different partnerships proved to be infeasible solutions as well. "You had traditional phone and internet connectivity companies that did that really well, and then you had this cloud data center stuff that required a whole different set of skills, engineering, and support," said Grant, the IT Director of Hometown Lenders.

That's when the company found Premier Technology Advisors.

"Jordan [Solender of Premier Technology Advisors] said, 'I can be your one-stop shop for all these various vendor needs that you have, and it all goes through me. You have a single point of all the accounting stuff,'" Grant recalled. "He's got the relationships with various high-level service companies or vendors. He understands what their specialties are, what they're really good at. He vets several different ones, works through the pricing, and helps massage the offering into the need for the customer, which is us."

Premier Technology Advisors was so successful with managing the IT needs of Grant's previous company that when Grant became the IT Director at Hometown Lenders, he contacted Jordan again. "Once I understood the layout of the IT, I reached out to Jordan directly and said, 'I need you to come help me pull this together.'"

The IT needs for Hometown Lenders were greater than that of Grant's previous company, which had only a few locations. Comparatively, Hometown Lenders has more than one hundred physical locations nationwide.

"There's a bigger footprint over here to manage," said Grant. "It's a different set of opportunities to find solutions that work, to find areas where we can financially make a positive reduction in cost and to streamline security, compliance, disaster recovery, business continuity, and your processes and procedures for all your audits. We needed to get everything fine-tuned to where we could take this big company—approaching 600 employees total—and be well streamlined enough with our IT to possibly grow that double or triple in the next three to five years."

### Premier Technology Advisors helps...



UPGRADE SYSTEMS



NEGOTIATE CONTRACTS



SAVE MONEY



## Solution



**[PREMIER TECHNOLOGY ADVISORS] GOT [THE VENDOR] TO WAIVE ALL THE NONRECURRING COSTS AND EVERY BIT OF THE SETUP [FOR A TECHNICAL LABOR MIGRATION], WHICH TOTALED OUT TO BE \$15,000."**

**S**ince partnering with Premier Technology Advisors in 2019, Hometown Lenders has come to trust and rely on the technology consulting firm's expertise.

"It's working well, very well," said Grant. "In just the last 45 days, we have gotten a couple of very high-level company-wide solutions scoped out, priced where we need them to financially for the company, approved by our compliance team, our general counsel, our board of directors and our executives, and signed-off on, and we have started the implementation of those services."

One such service is a new phone solution that impacts several different branches. "What Jordan helped us work out was a 30-day walk-away addendum to the contract, stating we'd test a pilot proof of concept with the vendor at one branch," said Grant. "We were highly focused on this because the branch had had a number of ongoing phone issues with a competitor's solution. But the vendor came in and really knocked it out. We're excited that we're expanding the solution to more locations, and we're confident in the solution itself. It's proven really valuable to us in several ways and we're really excited about it."

Hometown Lenders had a recent issue where hundreds of their phones didn't work with their new phone solution. "Jordan, on our behalf, worked out a deal to where [the voice vendor is] giving us 400 desktop phone replacements for free," said Grant. "We can resell them, which is going to be a positive net gain cash flow for the company when it's all said and done. The total dollar amount is north of \$60,000 of free hardware that Jordan negotiated for us. He already has a seller identified that's going to buy up all these phones when we're done."

Premier Technology Advisors also helped Hometown Lenders save money by negotiating a setup fee waiver. "Jordan got [the vendor] to waive all the nonrecurring costs and every bit of the setup [for a technical labor migration], which totaled out to be \$15,000," said Grant.

Jordan's contract negotiating prowess and unique expertise was especially evident in March 2020 during the COVID-19 pandemic. "With the [COVID-19] situation we find ourselves in right now, we just found out he got us a downgrade clause at no penalty for us to execute," said Grant. Now Hometown Lenders has the option to downgrade their system and save tens of thousands of dollars in wasted IT spend thanks to a deal that the company would not have reached without Premier Technology Advisors.

Grant believes that Premier Technology Advisors has broadly helped Hometown Lenders stay flexible in a time of uncertainty. "You have to be able to stay fluid with what you do so that you can make changes as government changes come down, like we're seeing now with COVID-19," said Grant. "We've become really well suited to deal with that, and part of that is due to some of the solutions that we're implementing thanks to Premier."



**[JORDAN OF PREMIER TECHNOLOGY ADVISORS] IS A VERY BIG CHEERLEADER FOR US AS A CUSTOMER. HE WORKS HARD TO MAKE SURE THAT THE VENDORS CONTINUE TO ABIDE BY THE CONTRACTS THAT ARE PUT IN PLACE, AND HE'S OUR ADVOCATE, PUSHING THE VENDORS TO GIVE US THE BEST THAT WE NEED, THE WAY THAT WE NEED IT. IT HAS WORKED OUT EXTREMELY WELL THUS FAR."**

GRANT WOODALL | IT Director | Hometown Lenders





## Results



JORDAN [OF PREMIER TECHNOLOGY ADVISORS] DOESN'T BRING ME ANY VENDORS THAT FORCE THE ATTRITION OR THE GROWTH TO HAMSTRINGING US OR TO PIGEONHOLE US INTO ANY ONE THING."

### SAVED TIME



"Before I started working with Jordan, I spent countless hours—numerous months—trying to find vendors that do what we need," said Grant. "The amount of time I had to spend doing that was a negative impact on my management of my team. It was just too much. But Jordan understands what I need, and he absolutely helps me to avoid [deals falling apart at the last minute due to small details] because he puts that upfront to the vendors before he even [mentions the deal to] me."

### SAVED MONEY



Hometown Lenders reports that thanks to Premier Technology Advisors's negotiations, they've saved nearly \$100,000 of savings in one year.

### ENHANCED ORGANIZATION AND EASE OF USE



"We get a bill from Premier Technology Advisors for all these various solutions, so it's very clean for our accounting company," said Grant. "It's very well laid out [in terms] of what the services are for."

### INCREASED FLEXIBILITY



"Jordan doesn't bring me any vendors that force the attrition or the growth to hamstringing us or to pigeonhole us into any one thing," said Grant. "We have to be fluid, and he knows the vendors that accommodate for that."

Premier Technology Advisors helped Hometown Lenders update their contracts or set up new ones with the following vendors:



FOR EMAIL  
AND EMAIL SECURITY



FOR INTERNET



FOR THE PHONE SYSTEM

