



## Capital City Bank Finds Automotive Financing Efficiency with Cypress Software's Mark IV/DealerTrack Solution

### CHALLENGE

Some in the financial services industry believe the lending process has become impersonal and unfriendly. But Exeter Finance Corp. of Irving, Texas is using technology and attentive service to reverse that trend in the automotive finance sector.

Founded in 2006 by a group of seasoned auto finance executives, Exeter wanted to eliminate the cold atmosphere of other loan processors by developing a relationship-based business that met the lending needs of auto dealerships across the nation.

To date, Exeter has taken its approach to four markets: Dallas, Denver, St. Louis, Southern California and – with increasing success. However, as the financial institution began its rapid growth, it needed more speed and consistency with its loan application process.

“Our company is committed to building local relationships with dealers in the markets we serve,” said Sam Ellis, president of Exeter Finance. “We were looking for a more efficient, technology-based loan processing system that

enables us to easily and effectively communicate with auto dealers.”

That’s when Exeter turned to Cypress Software Systems’ Mark IV software to automate the loan application and decisioning process; and the integrated DealerTrack Interface that speeds communication with dealers on the industry-leading DealerTrack network.

### SOLUTION

In November 2006, Cypress installed Mark IV as a centralized loan application processing system at Exeter’s Irving headquarters.

With the new solution, auto dealers use DealerTrack to seamlessly submit an applicant’s loan information to Exeter via the Mark IV software. Mark IV, then, automatically sends the application through credit review and underwriting; enacts Exeter’s loan policies. On 50 percent of their applications, it returns a decision to the dealer – via DealerTrack – within seconds.

“Mark IV offers the credit scoring models, tri-bureau access and automated decisioning we need,” said Ellis. “The DealerTrack Interface was just a natural fit for our business model, and it instantly and effortlessly connects us with a wealth of auto dealers.”

### CUSTOMER PROFILE

**Name:** Capital City Bank

**Location:** Tallahassee, Florida

**Founded:** 1895

**Offices:** 70

**Assets:** \$2.6 billion

**About:** Capital City Bank, a subsidiary of Capital City Bank Group Inc., was founded has 70 banking offices, four mortgage lending offices, and 80 ATMs in Florida, Georgia and Alabama. The bank provides a full range of banking services, including traditional deposit and credit services, asset management, trust, mortgage banking, merchant services, bankcards, data processing and securities brokerage services.

“Capital City Bank was one of the first banks to benefit from our new DealerTrack Interface, and their results thus far have been in line with expectations,” said Stephen G. Sargent, president and chief executive officer at Cypress. “We developed the Mark IV/DealerTrack interface to help financial institutions further automate their indirect automotive lending operations; increase the volume of such loans; and improve the institution’s relationship with its customers and network of dealers.”

## RESULTS

The Mark IV and DealerTrack solution has helped Capital City’s automotive loan officers better manage their auto loan volume, especially applications that enter the system over the weekend when volume is generally higher and the bank’s loan staff is decreased.

“The solution has helped us increase our weekend automotive loan application volume by 40-50 percent since the software was installed and implemented. With the centralized system, our officers can now work off-site and still manage their sales areas,” said Davenport.

## ABOUT CYPRESS

Headquartered in North Richland Hills, TX, Cypress Software Systems, LP is a leading developer of automated credit application decision support technology. Cypress provides community and regional banks, finance companies and credit unions with loan application decision and tracking tools equivalent to those used by the largest national lending institutions. Clients nationwide and in 16 countries use the company’s flagship products, Mark IV and BizMark to quickly and consistently process consumer and small business loan applications.

## ABOUT MARK IV

Mark IV is a “behind-the-firewall” Windows-based consumer application processing solution that provides lenders with a user-friendly application data entry point, quick retrieval of credit reports, reconciliation of debt information, and deployment of the bank’s loan policies. Cypress provides these tools with the goal of speeding a quality loan decision back to the applicant and assisting the financial institution in maximizing loan performance.

Capital City Bank also has seen major strides in loan operation efficiency with the automated system, and thus, lower costs.

“The Mark IV/DealerTrack solution has significantly decreased the amount of data re-entry – and the associated man-hours – that our loan officers have to perform,” said Davenport. “Looking back, I don’t know how we operated without it.”

## CYPRESS SOFTWARE SYSTEMS



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