

INTRODUCTION TO FLOIFY INTEGRATIONS

Floify Integrations are simply integrations to other software systems. Floify Integrations are developed by Floify LLC or partner companies, such as CRM partners Jungo and MLO Shift.

A Floify Integrations is a way for partner software to be surfaced to Floify users:

- Visually
- Hidden as a background service

When you develop a Floify Integration, Floify users can visually interact with Floify and your software directly in the Floify web application or integration can work in the background.

Use Cases

1. **Background Service:** When a new loan application is submitted, a callback to your Floify Integration is made to deliver key pieces of borrower information so that your CRM software can create or update contact records appropriately.

This use case helps keep Floify and the CRM in sync.

2. **Visually:** A Loan Officer can make homeowners insurance quotes available to their borrowers. Their borrowers can purchase insurance without ever leaving their borrower portal, and the insurance policy is delivered to the Loan Officer's loan flow in Floify.