



Published on *National Mortgage Professional Magazine*
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Monday, September 12, 2016 - 10:32 by NationalMortgageProfessional.com

Parkside Lending LLC has announced the launch of a new Correspondent Advisory Board. Similar to its Broker Advisory Board formed earlier this year, the Correspondent Advisory Board is comprised of Parkside Lending's correspondent lenders.

Advisory Board members will meet quarterly with Parkside Lending's senior management team, led by Matthew Ostrander, chairman and chief executive officer of Parkside Lending. The purpose of their discussions is to provide input that will be used to optimize Parkside Lending's products, improve the customer experience and enhance communication. The Advisory Board members, in turn, will benefit by learning about opportunities, business strategies and peer successes and challenges.

"This new forum is a continuation of a strategy that is designed to help us better understand our customers," said Ostrander. "At the same time, the Advisory Board will offer us useful insights that will help direct future product and service enhancements to ensure we extend the 'Power of Caring' to everyone with whom we do business."

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