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Movement Mortgage Selects Yext to Power Digital Knowledge for 1,700 Loan Officers

Yext Knowledge Engine To Manage Movement Mortgage's Online Brand Data Across the Web

NEW YORK, July 18, 2018 /PRNewswire/ -- [Yext, Inc.](#) (NYSE: YEXT), the leader in Digital Knowledge Management (DKM), today announced that it has been selected by Movement Mortgage, a top 10 national retail mortgage lender, to give the company control of critical loan officer information across the web.



Movement will leverage Yext Listings to manage information such as office location, hours of operation, loan officer credentials, and more for 1,700 loan officers in the U.S., all from one central platform, the Yext Knowledge Engine.

"We're investing in leading edge technologies to give loan officers the tools and insights they need to help us change the mortgage industry. The mortgage search today starts online, and in order to win customers, loan officers need to present the best possible information about their business everywhere a customer might look for it," said Jake Fehling, VP, Marketing of Movement Mortgage. "We chose Yext for Digital Knowledge Management to put our loan officers in control of their digital knowledge across the services their customers use to find them."

"Home inventory is at a 20 year low, while consumers are buying homes faster than we have seen in 7 years. This is creating a hyper-competitive environment in which consumers are using AI-powered services like search engines, maps, and voice assistants to find lending services, and the mortgage industry is increasingly racing to keep up with the pace of change," said Shane Closser, Head of Industry, Financial Services at Yext. "We're excited to partner with Movement Mortgage to empower their loan officers to manage their online presence across the digital landscape from the Yext platform."

Movement Mortgage is using Yext to manage and update critical brand information across the web, from search engines like Google and voice assistants like Siri, to vertical publishers like Zillow. Movement will be able to easily update loan officer data across geographies and services right from the Yext Knowledge Engine.

About Yext

[Yext](#) (NYSE: YEXT) is the leading Digital Knowledge Management (DKM) platform. Yext's mission is to give companies control over their brand experiences across the digital universe of maps, apps, search engines, voice assistants, and other intelligent services that drive consumer discovery, decision, and action. Today, thousands of businesses including brands like Taco Bell, Rite Aid, and Steward Health use the Yext Knowledge Engine™ to manage their digital knowledge in order to boost brand engagement, drive foot traffic, and increase sales.

Yext has been named a Best Place to Work by Fortune and Great Place to Work® as well as a Best Workplace for Women. Yext is headquartered in New York City with offices in Berlin, Chicago, Dallas, Geneva, London, Paris, Tyson's Corner, San Francisco, Shanghai, and Tokyo. For more information, visit www.yext.com.

About Movement Mortgage

Movement Mortgage exists to love and value people by leading a Movement of Change in its industry, corporate culture and communities. Movement funded approximately \$13 billion in residential mortgages in 2017 and is the seventh-largest retail mortgage lender in the U.S. Movement is best known for its innovative mortgage process and referable experience, which begins with Upfront Underwriting and a seven-day loan processing goal. The company employs more than 4,000 people, has more than 750 branches in the U.S. and is licensed in 49 states. Its nonprofit organization, the Movement Foundation, has reinvested more than \$37 million in communities to date. For more information, visit www.movement.com.



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