



Covered Expands Partnership with Blue Sage to Streamline Homeowners Insurance Selection

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Covered Insurance Solutions, a provider of embedded insurance technology, has expanded its partnership with Blue Sage Solutions to simplify the homeowners' insurance selection process for mortgage lenders and their borrowers. The enhanced collaboration enables mortgage professionals to seamlessly integrate insurance shopping into their existing workflows, reducing closing delays and improving the overall borrower experience.

The partnership addresses a critical pain point in the mortgage process where homeowners' insurance selection often becomes a last-minute scramble that can delay closings. Through the integrated platform, loan officers can now offer borrowers access to multiple insurance carriers and competitive quotes directly within their loan origination system, eliminating the need for separate insurance shopping processes.

PrimeLending has already implemented the solution to accelerate their closing timelines and provide borrowers with a more streamlined experience. The technology allows loan officers to present insurance

options at the point of sale, ensuring borrowers have adequate coverage in place well before their closing date.

"The mortgage industry has been seeking ways to reduce friction in the home buying process, and insurance selection has consistently been identified as a major bottleneck," said Greg Kassardjian, spokesperson for Covered. "By embedding our insurance technology directly into Blue Sage's platform, we're enabling lenders to transform what was once a disconnected, stressful experience into a seamless part of the mortgage workflow."

The Covered embedded insurance platform provides instant access to quotes from multiple A-rated carriers, allowing borrowers to compare coverage options and pricing in real-time. The system automatically populates property information from the loan application, reducing data entry errors and saving valuable time for both loan officers and borrowers.

Beyond simplifying the initial purchase process, the integrated solution helps lenders maintain ongoing relationships with borrowers by providing insurance renewal reminders and opportunities to review coverage as property values change. This continuous engagement model creates additional touchpoints between lenders and their clients, potentially generating referral opportunities and repeat business.

The expansion comes at a time when the mortgage industry faces increasing pressure to digitize operations and meet evolving consumer expectations for seamless digital experiences. Recent industry surveys indicate that a growing number of homebuyers prefer to handle as much of the home purchase process online as possible, including insurance selection.

Covered Insurance Solutions specializes in embedded insurance technology that integrates directly into partner platforms, enabling businesses to offer insurance products within their existing customer journeys. The company works with mortgage lenders, real estate platforms, and financial institutions to provide streamlined access to property and casualty insurance products.

Blue Sage Solutions provides comprehensive loan origination technology to mortgage lenders nationwide, focusing on automation and efficiency tools that help lenders close loans faster while maintaining compliance with regulatory requirements. The company's platform serves independent mortgage banks, credit unions, and community banks across the United States.

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For more information about Covered, contact the company here: CoveredGregKassardjian@itscovered.com

Covered

Covered Insurance is a digital insurance marketplace that helps lenders, servicers, and fintechs embed personalized insurance offers into their platforms.

Website: <https://itscovered.com>

Email: gkassardjian@itscovered.com

