

**“I’m getting squeezed by lower [REDACTED]
and thinner [REDACTED]. If I don’t attract new
[REDACTED] and get more [REDACTED] out
of my staff, I’ll be up [REDACTED] creek without a
[REDACTED]!”**

BE A LEAN, MEAN LENDING MACHINE.

Cut out everything that does not make you money and focus on the things that do. With PriceMyLoan, you can improve profitability by increasing your loan volume without having to increase staff to support that higher volume. PriceMyLoan is a powerful loan pricing and automated underwriting engine that attracts new volume to your business because it accurately identifies loans that you can successfully close.



Think Lean. Grow Efficiently.

Cut out everything that does not make you money and focus on the things that do. With PriceMyLoan, you can improve profitability by increasing your loan volume without having to

increase staff to support that higher volume. PriceMyLoan is a powerful tool that attracts the highest producing originators because it accurately identifies loans that you can close.

Become a lean lender with PriceMyLoan.

In today's environment, lenders need to run lean in order to remain profitable. Conventional and government loan products offer thin margins, leaving less room for lenders to waste valuable resources on loans that don't fund. Attracting quality originators is critical because it bolsters loan volume growth, but having to add staff to meet

increased demand creates a drag on profitability.

Lenders need to find a way to ramp up volume without increasing production costs. PriceMyLoan's loan pricing and automated underwriting engine delivers on both counts, resulting in improved lender profitability and enhanced competitiveness.

Originators are attracted to lenders that use PriceMyLoan.

PriceMyLoan is a convenient, easy-to-use online system that provides originators with the one-stop shopping experience that they're looking for. In less than 30 seconds, PriceMyLoan generates loan qualification and pricing decisions across multiple investors and product types, including conventional, FHA, VA and non-conforming.

PriceMyLoan eliminates the legwork of checking guidelines and deciphering rate sheets, providing originators with a decision so accurate, they'll insist on using it for all their loans. With competition for originators growing fierce, PriceMyLoan can actually attract new volume and provide your business with a key resource for recruiting top-producing talent.

Manage more volume without having to staff up to that volume.

PriceMyLoan's accuracy at pricing and qualifying loans results in loan submissions that have much better pull through. As a result, your production pipeline will end up focused on loans that have a high chance of closing, allowing better use of valuable personnel resources.

Why pay for additional underwriters to sift through poor quality submissions, when PriceMyLoan can do that for you? All of the increased volume you're able to attract will now translate into larger profits and a healthier bottom line.

Be a lean, mean lending machine.

Accuracy is all that matters.

It is vital that lenders understand that the only measure of performance in an automated underwriting system is its accuracy. After all, an originator expects you to provide them with

answers that they can rely on, not estimates or excuses. Accuracy is at the heart of PriceMyLoan because we know that's what drives your business, and we're willing to prove it to you.

Giving credit where credit is due.

Accurate automated underwriting and loan pricing is based on a fundamental ability to read live credit report data. Without this, decisions are unreliable because credit reports contain key information that have large impacts on loan eligibility and pricing.

PriceMyLoan is integrated with over 150 credit vendors and is able to import both new and previously

ordered credit reports into the engine. When credit reports are brought into PriceMyLoan, every detail is parsed and used for loan decisioning. Tradeline counts, mortgage lates, delinquencies, bankruptcies and foreclosure data all contribute to the accurate determination of loan eligibility and pricing.

Real-time guideline and rate sheet management, real-time accuracy.

Loan program guidelines are complex rules that require rigorous testing and maintenance to ensure that they execute correctly. It is essential that guidelines are up to date and that they are detailed enough to the extent that they can produce reliable results. Rate sheet pricing poses particular challenges because they are constantly changing and formats are not consistent between investors.

PriceMyLoan handles all

aspects of investor loan product guidelines, matrices and rate sheets. PriceMyLoan engineers monitor all changes that take place at the investor level, and are capable of customizing products with client-specific pricing adjustments. PriceMyLoan's unique rate sheet automation process constantly updates pricing throughout the day, ensuring results that are accurate and timely.

We don't just say we're accurate, we prove it.

Many vendors claim to have an accurate automated underwriting system, but how many are willing to prove it? The PriceMyLoan Accuracy Challenge allows you to evaluate the accuracy of our system, and you'll get the chance to interact with our staff. We offer you the full experience of being an actual client before you

actually become one.

We'll provide you with a Private Testing Suite and an Accuracy Testing Kit, to give you the tools to fully evaluate our service and technology. We'll prove beyond a shadow of a doubt that PriceMyLoan is the only automated underwriting and loan pricing solution you'll ever need.

How Does PriceMyLoan Work?

PriceMyLoan is an online tool that is designed specifically for correspondent mortgage lenders to automate both the underwriting and pricing of loans. The system was originally released in 2004 and is now the most widely used automated underwriting and loan pricing engine in the industry.

Lenders select from a large library of investor loan products that PriceMyLoan has created to include in their system. PriceMyLoan's library contains hundreds of loan products covering the full spectrum of product types, including Conventional, FHA, VA and Non-conforming. Each investor loan product is fully managed and maintained by PriceMyLoan to ensure that guideline and pricing information is up to date.

Because PriceMyLoan is a web-based/SaaS (Software as a Service) system, setup is completed in less than seven days. All implementation, training and technical support costs are provided in the low, monthly subscription fee.

PriceMyLoan is private-labeled to match corporate branding and linked within a correspondent lender's website. Originators upload loan files from their LOS and import live credit reports from the credit vendor of their choice.

Within 30 seconds, PriceMyLoan analyzes the borrower, loan and credit information and generates results for loan eligibility, pricing and underwriting conditions. Originators are presented with a range of loan options across multiple investors and product types, providing a one-stop-shopping experience that cuts down the time and effort needed to find the right loan.

Lenders gain numerous benefits from using PriceMyLoan. More accurate identification of loans that will close results in drastically improved pull-through rates. Higher pull-through rates lead to better utilization of staff resources and increased profitability. And increased profitability allows lenders to offer more competitive pricing to attract greater volume and grow market share.

PriceMyLoan gives you the technology to compete at a higher level and thrive while others struggle to survive.

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Today's Automated Underwriting: A Case of Bells, Whistles and Accuracy

Trying to determine the best automated underwriting application often requires a lot of research and a surplus of questions.

by Linn Cook

There's no question that a good automated underwriting (AU) system has the potential to provide small and mid-tier lenders the muscle they need to compete - even against the big-name competition. Today's AU systems offer lenders the clout of multiple investor products customized under their own private-label brand.

But as you start to shop around for an automated system, you may find yourself challenged to sort through the numerous products and features - all the bells and whistles - available out there. With that in mind, here are a few of the features found in automated underwriting engines on the market today that offer unique advantages.

Pricing versus underwriting

One of the first things you need to understand as you venture into the world of automation is the difference between pricing engines (basically pre-qual systems) and more robust AU systems. Pricing engines are merely rate sheets displayed in an electronic format. They do not have any kind of decisioning capability. Whether a borrower qualifies for a loan program is not a consideration. And thus, ultimately the pricing becomes irrelevant since loan-level price adjustments are heavily dependent on determining a borrower's qualifications.

To gain a competitive edge in today's lending marketplace, be sure you're looking at AU systems that can handle both pricing and underwriting.

Since underwriting guidelines and pricing are interdependent, it then becomes paramount that your system is able to evaluate each borrower with as much specificity and accuracy as possible. The only way a system can

To gain a competitive edge in today's lending marketplace, be sure you're looking at AU systems that can handle both pricing and underwriting.

reach this level is by reading a borrower's credit report in detail, directly from the source. A good AU system is set up to interface with credit providers, parsing out raw credit data into identifiable units. The farther away you move from reading live credit data, the less reliable any system becomes in rendering a useful decision.

In addition, it's an obvious disadvantage to your originator and any potential borrower if they have to pay for a new credit report to process a loan. With an automated underwriting system that is integrated with a significant number - as many as 200 - credit reporting agencies, there's no need to purchase additional credit reports and

put any more "dings" in a borrower's score.

Web-based, SaaS or both?

It's important to understand what is meant by "web-based" and "Software as a Service" (SaaS) when you're exploring your system options. Web-based refers to a type of software where the Internet and a web browser are used as a means

of delivering system functionality. One of the main advantages of using a web-based system is that the total cost of ownership (TCO) for the software is much lower, because it's distributed to users via their web browsers. In some cases, this can result in an overall savings of 70% or more.

A web-based system is not necessary, but it certainly offers a more efficient way to deal with software logistics (and costs). Besides, who wouldn't want to use an AU system that can be accessed through any Internet browser rather than be limited to software that's installed on a specific computer?

In addition, by using web-based technology, you're able to avoid the

months required to build and install a system on your own server. State-of-the-art web-based systems can be deployed in just a week or two, because the system already exists on the AU vendor's server.

SaaS is a business model type that can accompany web-based software. SaaS adds a service component that enhances usability and value overtime. In an ideal context, SaaS transforms the static "software" concept into a dynamic environment, where system functionality

Since the AU provider and its staff are extremely knowledgeable about the system - they built it, after all - an SaaS system results in faster and more accurate updates to the AU engine. Given today's challenging lending environment, a web-based AU system coupled with SaaS could mean the difference between profitability and some serious problems due to system maintenance errors.

One of the key questions to ask yourself as you sort through various AU system features is, "How does this affect the accuracy of the system?"

responds to client demands by continually updating itself and delivering these updates instantaneously.

Underwriting and pricing is complex, and changes are a constant. And these modifications and updates can have drastic effects on accuracy and effectiveness. Current market conditions are a perfect example: Investors, particularly in the subprime arena, are responding to early payment defaults (EPD), fraud and other painful symptoms of market weakness by changing their underwriting guidelines. These changes need to be distributed to all loan buyers and sellers quickly and efficiently.

A web-based system, while able to deliver changes instantaneously, still needs someone to make those updates and modifications. If the AU provider offers a web-based system, but does not follow an SaaS model, then the client is responsible for making the guideline changes him/herself. This requires finding and hiring personnel, providing training, and devoting resources to implementation (including testing) and system maintenance.

An SaaS model, however, allows the lender to rely on the automated underwriting vendor to perform all of these activities on his/her behalf.

Investor relationships

It is also important to examine the communication channels that will be set up between you, your AU provider and the investors who are providing your loan products on an ongoing basis. Typically, lenders view their AU system as an exclusive relationship between the AU provider and themselves. However, your loan investors have an important stake in the relationship as well. From their standpoint, it is in their interest that their rates and guidelines are implemented by the AU vendor accurately. Although this kind of information can be supplied to the AU vendor via your company, it is clearly preferable for the lender that the information comes directly from the investor.

There are numerous rules, rates, metrics and guidelines surrounding each loan product. Ask yourself if this is something you're prepared to maintain and provide to the AU vendor. Or would you prefer that your AU provider access this information directly from each investor?

In addition, there must be regular testing and vetting of investor rate and guideline information to ensure that it is being interpreted correctly. Trial-and-error testing performed by

the AU vendor will eventually root out inconsistencies, but the QA process takes time. Partnering directly with investors to perform independent testing of their products speeds up the QA process and provides more accurate and reliable results.

Testing, 1,2,3

Ultimately, the litmus test for any AU system is how well it performs under real-world conditions. Any salesperson can tell you what you want to hear and show you exactly what you want to see. However, only by running live loan scenarios and comparing the results with your own rate sheets will you be able to determine the effectiveness of the technology.

Ask for the opportunity to test a production version of any system you are considering - independent of the sales pitch. Once you have arranged for a live demonstration, have your account execs, your brokers and your underwriters put the system through its paces.

A is for "Accuracy"

One of the key questions to ask yourself as you sort through various AU system features is, "How does this affect the accuracy of the system?" At the end of the day, that's the critical bottom line. Who cares how fast the system is if you can't rely on it to produce accurate results? Who cares if it provides paperless documents if they need to be triple-checked for errors? Who cares that you can process applications 24/7 if you're too worried to sleep through the night?

The goal of all AU systems is to provide originators with eligibility and pricing results that accurately reflect investor guidelines and pricing. An inaccurate AU system not only produces errors that cost lenders time and money, but it can also damage their reputations and render their AU systems irrelevant because no one is willing to trust it.

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When FHA Lending Meets Third-Party Automated Underwriting

Successful FHA implementation requires careful management over the origination process

by Linn Cook

Mortgage lending has taken some serious blows in the last 12 months, but there is still plenty of purchasing and refinancing activity taking place. Yes, the Mortgage Bankers Association (MBA) has forecast that loan origination volumes will decline by at least 15% in 2008, mostly due to the complete evaporation of Subprime and Alt-A markets. And yes, the overall mortgage industry is in the midst of a painful contraction, as the lack of volume has starved off thousands of brokers and lenders.

Having the resources to support FHA lending is irrelevant if originators are unable to identify qualified borrowers at the point of sale.

But amidst all the gloom there is one bright spot that is offering lenders a real opportunity for growth. FHA lending is experiencing a renaissance that is looked upon as a vital solution to the current mortgage crisis. As a result, many small and mid-tier lenders have fully embraced FHA lending as a core strategy, and are using it to expand their market share.

Recent statistics have shown that there is considerable demand for FHA products. The Department of Housing and Urban Development (HUD) has

updated the program with new policies that make FHA lending more appealing to lenders. Although the FHA lender approval process is more stringent and resource-intensive than they are used to, the sheer growth potential of FHA has convinced many to make the commitment. What these lenders are discovering, however, is that the real challenge begins once the FHA approval process ends.

A key problem with FHA lending is the lack of originator familiarity with the product. Having the resources to support

FHA lending is irrelevant if originators are unable to identify qualified borrowers at the point of sale. Given the fact that the majority of today's originators entered the industry during the subprime boom, it will come as no surprise that most have never originated a FHA loan. This lack of experience can result in greater fallout from mistakes made during the loan qualification and pricing process, leading to wasted resources and fewer funded loans. In today's low margin environment, lenders can ill-afford

these mistakes before opportunity costs irreversibly damage their bottom line.

To help alleviate this problem, FHA provides originators with an automated tool to check borrowers for FHA eligibility. The FHA TOTAL (Technology Open To Approved Lenders) Scorecard system is a tool that is integrated with Fannie Mae's Desktop Underwriter (DU) and Freddie Mac's Loan Prospector (LP) automated underwriting systems. Originators submit credit report, loan and borrower information into DU and LP and can opt to run their file through the TOTAL Scorecard system. TOTAL performs a check for creditworthiness, and then relies on DU or LP to produce the underwriting eligibility result. Since most originators are already familiar with DU and LP, using TOTAL does not present a large barrier to FHA product adoption.

What lenders and originators fail to realize, however, is that TOTAL Scorecard and a DU or LP decision only addresses eligibility for FHA insurance. It does not determine whether an FHA loan can be sold to the ultimate funder of the loan. For that, borrowers must pass through an additional set of investor-specific guidelines. Although not nearly as extensive or complex, investor FHA guidelines are similar to top-grade subprime products. They typically perform another review of a borrower's

credit strength by analyzing FICO scores, derogatory information and mortgage lates. Because originators need to be trained on these guidelines, this investor-level eligibility check creates a process bottleneck that can increase the incidence of error.

Cost is another factor that can make FHA less appealing to both originators and lenders. In order to run a file through TOTAL Scorecard via Fannie Mae or Freddie Mac, originators and lenders pay a fee for a decision. This cost is applied whether the file is approved, denied or referred. While the cost per each file is not a huge expense, it can certainly add up when you consider that only a fraction of submitted loan files result in an FHA approval.

For a lender that relies on originators to make their FHA strategy a success, the training and cost prerequisites can significantly impede their progress. Remember, most originators are children of the lucrative, stated-income subprime era. Asking them to originate a product that requires more documentation and doesn't offer nearly the same level of compensation can be a hard sell. Adding process barriers such as guideline checking and cash out of hand can result in outright protest against the product.

Luckily, technology can provide lenders with a solution that addresses these issues. Private-label AU systems have the ability to bridge the gap between FHA approval and investor acceptance by automating the additional guidelines that investors require for loan approval. This reduces the imperative for an originator to retain extensive investor guideline knowledge, resulting in faster eligibility decisions and reduced incidence of error. Private-label AU systems that can generate pricing offer another benefit of eliminating the need to reference rate sheets. The time and effort saved by use of a private-label AU system allows originators to focus on acquiring new business and generating additional volume for the lender.

Private-label AU systems can also indicate up front whether a TOTAL Scorecard submission is even necessary. Originators can perform an initial check of FHA and investor guideline approval prior to sending the file through TOTAL Scorecard and DU or LP, saving a considerable amount of time and money. For those files that indicate FHA eligibility, private-label AU systems can even make it easy for originators to obtain an FHA endorsement by providing a direct integration to DU or LP, removing the step of having to manually enter their websites and re-key the loan information.

From an originator standpoint, private-label AU systems represent a convenient, one-stop shopping experience. It allows them to input borrower information at one time and receive an eligibility response across all loan product types, be it conforming, non-conforming or FHA. As a result, originators who are unfamiliar with FHA lending are less likely to allow a potential loan to walk out the door, and lenders will see their overall volumes increase as they capture more FHA lending opportunities.

More importantly, private-label AU systems create a network effect that improves all production efforts downstream from the origination process. Loan submissions that have been accurately vetted by a private-label AU system will fill the production pipeline with loans that have a much higher chance of closing. This allows underwriters, processors and other production staff to focus their efforts on loans that will result in revenue. The productivity savings generated by an AU system can allow lenders to lower their fees and enhance their competitiveness. And as lenders grow, they can use their private-label AU system as a recruiting tool to attract top producing talent to add to their staff.

But making the decision to utilize a private-label AU system creates

challenges of its own. Not all private-label AU systems are created equally, so lenders need to be aware of technological differences that can affect the quality of an AU decision.

Since most investor-specific FHA guidelines are driven primarily by credit data, it is essential that a private-label AU system has the ability to read a borrower's credit report and utilize that data to determine loan qualification and pricing. Interfacing with credit vendors and parsing out the credit data is a must in order to obtain an accurate decision on investor acceptance.

Performance of a private-label AU system will also be heavily dependent on the provision of FHA and investor guidelines that are detailed and current. Today's lending environment is extremely fluid, and FHA is the subject of current legislation debates that will undoubtedly change aspects of its eligibility criteria. Any lenders that choose the private-label AU system route must monitor these changes carefully, and they must maintain the facility to deploy these changes in a timely manner. Ideally, a private-label AU system vendor would provide these guideline updates on a managed basis, eliminating the need for the lender to shoulder this responsibility internally.

There's no doubt that FHA presents a real opportunity for lenders to grab market share in a turbulent lending environment. The policy effort that the federal government has made to strengthen FHA lending provides ample support for lenders to invest in an FHA strategy. But lenders that have made the leap into FHA need to keep both eyes open. Successful FHA implementation requires careful management over the origination process. By utilizing a private-label AU system in conjunction with FHA TOTAL Scorecard, lenders can gain an edge over competitors by shortening their time to market and lowering overall acquisition costs.

PriceMyLoan's Expertise in Credit Data is a Clear Advantage for Flaherty Funding

"The credit report holds so much data. If your system is not reading it, then what good is the pricing?"

Flaherty Funding is a national mortgage banking firm headquartered in Rochester, New York. Founded in 1987, Flaherty operates as a retail mortgage lending company with fifteen branches and is licensed in eight states.

Challenge

Flaherty Funding is a mid-sized retail lender with a dedicated staff that, like most lenders, was struggling to keep up with pricing issues.

It was getting impossible to keep up. Manually pricing a single loan can take thirty to forty minutes, creating a bottleneck in our production.

Although origination volume was strong, their secondary marketing department was having difficulty pricing and approving loans in a timely fashion.

"It was getting impossible to keep up," said Margaret Leuwen, secondary marketing manager at Flaherty Funding. "Manually pricing a single loan can take thirty to

forty minutes, creating a bottleneck in our production. We knew that if we were going to grow, we needed to improve our efficiency on the front end of the process."

Flaherty's business development manager Ken Polowitz analyzed their operations and determined that an automated solution for underwriting and loan pricing could be the answer to their productivity problems. So he began vigorously researching potential vendors, and PriceMyLoan quickly rose to the top of his list.

Solution

Ken was extremely impressed with the amount of leeway he was given while evaluating PriceMyLoan. He was provided with a Private Testing Suite, a production version of the PriceMyLoan system that was customized with the investor products that he was interested in.

"The Private Testing Suite was key because we needed to be sure we were making the right choice," said Polowitz. "Our entire staff was able to poke and prod the system without anyone hovering over our shoulders. We were able to delve deeper into the system than any other vendor would allow."

During their evaluation in the Private

Testing Suite, one feature stood out that made their decision an obvious one: PriceMyLoan's ability to extract live credit report data. This capability alone provides a framework for in-depth underwriting guideline and pricing validation that is unmatched by other lending automation systems. PriceMyLoan is integrated with every credit reporting agency in the country, eliminating any barriers

they differentiate between a rolling and non-rolling late? How do they parse public record information? And how do they manage the varying data formats that are provided by different credit vendors? Our unique history in credit reporting gives us the knowledge and experience in handling credit data that very few companies understand."

For Flaherty Funding,

PriceMyLoan gives me a really quick snapshot to know where my investors are... Where else can you get pricing from so many investors within minutes?

to accessing credit report data.

"We've been hammering this message for years now," said Gigi Campbell, national sales director for PriceMyLoan. "Comprehensive analysis of live credit data is the basis for an accurate underwriting and pricing decision."

Campbell noted that, "We know that other systems are beginning to build connections to credit vendors, but the real question is what do they do with that credit data? Can

PriceMyLoan's ability to pull in a live credit report was clearly a deciding factor. "The credit report holds so much data," concluded Leuwen. "If your system is not reading it, then what good is the pricing?"

Results

"We've already seen how it can make a big difference," said Leuwen. "In one instance, PriceMyLoan prevented a loan from reaching our pipeline where our investor's

engine would have approved it. The difference was as small as a single thirty day late that the investor's engine wasn't catching. This type of mistake could have ended up costing us substantially as this was a very large multi-family property."

And because PriceMyLoan supports multiple investors, it has given Flaherty Funding greater control over how they manage their secondary pipeline. "PriceMyLoan gives me a really quick snapshot to know where my investors are," Leuwen explained. "It allows us to get the best pricing out to our loan officers. Where else can you get pricing from so many investors within minutes?"

Ultimately, PriceMyLoan decreased the amount of time spent on pricing by at least 50 percent, successfully resolving Flaherty's pricing bottleneck issues. Flaherty is confident that they can now handle more volume without having to add more staff.

"Business is swamped right now, and we have no problems keeping up," said Leuwen. "There's no other way to look at it. PriceMyLoan makes our job easier."



Corporate Facts

PriceMyLoan (PML) is the industry's most accurate automated underwriting and loan pricing system. Fast, straightforward, and user-friendly, PML has leveled the playing field for small and mid-tier lenders, offering the clout of multiple investor products customized under a private-label brand. Loan qualification, loan pricing and rate locking are all handled via a web-based system. PriceMyLoan is fully integrated with 150+ credit reporting agencies — virtually every credit-reporting agency in the nation — to provide a seamless system for loan origination, processing, decisioning and pricing.

PML Philosophy

Over the past several years, the rapid growth in mortgage lending has spurred investment in technology designed to streamline processes and enable mortgage companies to increase efficiency and profitability. Many industry experts have identified web-based technology and Software as a Service (SaaS) as an ideal solution for mortgage companies because of its versatility as an open architecture platform and its considerable cost advantage over traditional client-server software.

Web-based technology refers to a type of software, where the Internet and a web-browser are used as a means of delivering system functionality. This allows users to access the system through any Internet browser rather than via just one computer station. One of the main advantages of using a web-based system is that the total cost of ownership for the software is much lower, to the extent that IT costs can be reduced by as much as 70 percent. Another advantage is that by using web-based technology, PriceMyLoan is able to deliver sophisticated automated underwriting and loan pricing capabilities more efficiently and more cost effectively than any single company accomplish on its own. By leveraging economies of scale inherent to the web-based model, lenders gain a competitive advantage in terms of cost, speed and

accuracy.

Software as a Service (SaaS) is a business model that can accompany web-based software and adds a service component that enhances usability and value over time. SaaS transforms the static "software" concept into a dynamic environment, where system functionality responds to client demands by continually updating itself and delivering these enhancements instantaneously. Underwriting and pricing is complex and changes are a constant. These modifications and updates can have drastic effects on accuracy and effectiveness. Using an SaaS model allows PriceMyLoan to input any changes quickly and accurately for our clients.

History and Background

PriceMyLoan is a proprietary product of Insight Lending Solutions (ILS). Founded in 2002, Insight Lending Solutions (ILS) is a web-based application service provider for the mortgage lending industry. ILS provides software as a service (SaaS) to its clients to enhance productivity, reduce IT dependency and accelerate time-to-value for mortgage companies. ILS provides its clients with advanced technology solutions that result in shorter loan cycle times, improved pull-through rates, and higher productivity — all at a lower total cost. ILS is a privately-held company.

Executive Biographies

Binh Dang President

With a desire to create an enlightened software company — one that delivers true value to their customers through better technology and provides a great working environment — Binh Dang founded Insight Lending Solutions, (the parent company of PriceMyLoan), in 2002. "By nature, I am an engineer first, and a businessman second," explains Dang. "I started my own company, because I wanted to put more emphasis on creating real value by delivering improved technology to the marketplace."

Prior to that, Binh Dang was director of Information Technology for TrueLink, a technology company that built the first web-based credit reporting system. Binh Dang received a BS in Computer Science from the University of California, Irvine.

Linn Cook Marketing Director

Linn Cook has been with PriceMyLoan and Insight Lending Solutions for over five years. Since 2003, Linn Cook has focused his efforts on promoting the benefits of automated underwriting technology to small and mid-tier lenders through his role of director of marketing for ILS. "Our goal is to provide technology that has value at its core. We know that today's technology is more than just software, it's about understanding our clients and responding to their needs from an evaluative, incremental perspective."

Prior to his employment at ILS, Cook worked in the mortgage technology industry and was instrumental in establishing the adoption of web-based credit reporting technology. Linn Cook received a BS in Biochemistry from the University of California, San Diego.

Gigi Campbell National Sales Director

"I was attracted to Insight Lending Solutions by the company's reputation," explains Gigi Campbell, national sales director for PriceMyLoan. "This is such amazing technology. Our product can do so much for a mortgage lender's business. It's gratifying to hear all the success stories."

Campbell knows technology. Previous to her position at PriceMyLoan, she worked for Intelipoint, another software firm, for seven years. Campbell has been with PriceMyLoan since 2004. She has been in the sales field for almost 20 years.

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