

Mortgage Technology

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Tomorrow's Technology MVPs

Here are some new or emerging technology players offering to automate various processes to increase a lender's efficiency.

Each year Mortgage Technology magazine lists new, up-and-coming vendors and also spotlights some companies that aren't necessarily new but haven't yet received coverage by this publication. As we learn more about the actual business benefits enjoyed by lenders using the products and services of these promising companies, our future stories will share those results with our readers. With volume down this year as compared to last year and volume next year expected to go down even further, technology adoption becomes crucial in order to drive efficiency and stimulate new business opportunities at the same time. As a result of this changing market there is an increased emphasis on adopting technology concepts like imaging, electronic collaboration, customer relationship management, product and pricing decisioning, and outsourcing. In order to continue to be a valued service for lenders, we will spotlight some new and/or exceptional vendors that can help lenders out in these critical areas.

Acris Paperless Solutions

www.AcrisSolutions.com

Laguna Hills, Calif.-based Acris Paperless Solutions provides paperless digital storage and retrieval services to the mortgage industry. The company manages electronic loan documents from origination to archiving. This collaborative, Web-based service enables all industry participants to capture, submit, underwrite, fund, share and archive loan documents electronically. Acris Paperless Solutions is designed for exclusive use in the mortgage industry. The technology benefits the originator, founder and third party vendor in the retail or wholesale markets. The technology can be integrated with most loan origination solutions and Acris touts that it can be up and running in as little as five days. Founded in 2005

Artemis Enterprises

www.ArtemisInfo.com

Prior to founding Artemis Enterprises, Mary Hunter served as founder and CEO of ACEX LLC, a provider of contact management software solutions for servicers and attorneys in the default mortgage servicing industry. Ms. Hunter founded Artemis Enterprises to provide a communication solution that helps companies not only to enhance internal and business partner communication, but to leverage vendor relationships to collaborate on strategies and data repositories. In addition to providing information management technology and services, Artemis offers consulting services to help companies identify, locate and establish strategic relationships with other industry-related partners to expand their client base and further enhance their businesses. Founded in 2007

Assurant Specialty Property

www.AssurantSpecialtyProperty.com

Assurant Specialty Property is a lender-placed homeowners insurance and insurance outsourcing service. The company touts a "single system" approach to tracking mortgage loans. Assurant's insurance outsourcing technology tracks and monitors loan portfolios to ensure adequate insurance coverage. Additional outsourcing services for mortgage servicers include escrow disbursement, loss draft processing, reporting insurance customer service, tax customer service, new loan boarding, REO and pre-foreclosure claims recovery. Assurant's lender-placed insurance acts as an underwriter and develops programs to manage and limit the risk of uninsured collateral within our partners' portfolios. Also, the company offers voluntary homeowners and dwelling products to traditional and nontraditional risk categories. Utilizing flexible underwriting standards, the CHOICE and FirstSelect programs offer coverage in more than 40 states.

Founded in 1999

Credit CRM

www.CreditCRM.com

Jamison Law Group, Los Angeles, a credit restoration law firm, created and markets Credit CRM, a credit restoration tool. Unlike traditional credit repair, the company's approach to restoring someone's credit has always been a combination of expert credit advice and streamlined automation to deal with creditors and the credit bureaus. Based on this formula, Credit CRM enables users to start and maintain a profitable business focused on increasing their clients' credit scores by an average of 50 points in 30 to 90 days. Credit CRM consists of over 20 hours of credit training, a state-of-the-art credit and sales software system, unlimited telephone support and a full Internet-based marketing system.

Founded in 2006

Deal Maker Score

www.DealMakerScore.com

Market Kinetix is a Houston-based marketing company dedicated to providing the mortgage industry with innovative products that enable a more efficient mortgage process. The company's flagship product, Deal Maker Score, is a credit analysis tool. Deal Maker Score is a Web-accessible, patent-pending technology solution, which is currently utilized by mortgage originators nationwide. Deal Maker Score provides a clear and customized Mortgage Action Plan based on the borrower's credit history. It guides borrowers to achieve a desired target credit score in the shortest time possible and enables loan officers to close more and better quality loans in the process.

Founded in 2006

Lender Lead Solutions

www.LenderLeadSolutions.com

Lender Lead Solutions offers reverse mortgage marketing, loan services and technology. LLS located in Melville, N.Y., is a division of Vertical Lend and a reverse mortgage services company. The company is divided into four distinct units to better help users grow their reverse mortgage business faster and more efficiently: LLS Lead Generation, which includes over 600 broker organizations and banks representing more than 1,800 loan officers all receiving leads from the Senior Lending Network; LLS Financial touts complete lead-to-closed loan business support; LLS Technology, namely a customer relationship management and loan origination platform; and LLS University, comprehensive training on the reverse mortgage business, which includes sales processes and the use of technology.

Founded in 2004

Nomis Solutions

www.NomisSolutions.com

Nomis Solutions is a profit-based pricing engine for the banking and finance industries. The Nomis Price Optimizer Suite is designed to strategically use pricing to increase profitability while maintaining revenue and market share. Because of the unique needs of each banking and finance business, the suite includes specific solutions for the following: direct and indirect auto finance, home-equity lending, consumer lending, deposits, mortgage and foreign exchange. Each solution is implemented in less than 10 weeks, provides customer insights and increases profits within three months, according to Nomis. Headquartered in San Bruno, Calif., Nomis Solutions has offices in Charlotte, N.C., New York and London.

Founded in 2002

PushMX Software

www.PushMX.com

PushMX Software provides an automated workflow management solution. The Santa Clara, Calif.-based company developed its solution to address the mortgage industry's need for process improvement and workflow efficiencies. The company's flagship solution PushMX Production features a suite of business components that allow mortgage professionals to manage their pipelines and maintaining up-to-date reports. PushM Production combines a workflow solution and the user's current business model to create a management tool that is tailored to address the specific needs of each company. The introduction of PushMX Sales has allowed users to include lead prospecting and post

closing sales and marketing to automate their entire loan origination process.
Founded in 2003

Remend Inc.
www.Remend.com

San Mateo, Calif.-based Remend offers an on-demand mortgage servicing suite that addresses the entire loan lifecycle following loan/customer acquisition. It enables users to improve loan performance, analysis/reporting, and the experience of borrowers and the people servicing loans. Remend integrates all the stakeholders in a common workspace and platform. The application provides these users with a consistent process, real-time decision-making and analytics, and a consolidated information source throughout the mortgage cycle. The company addresses four areas of financial improvement, namely loan carrying costs, loss severity, cost of mortgage servicing and cost of default and resale. Also, Remend directly addresses the processes and information required to satisfy all aspects of compliance needed to keep up with the current regulatory climate.
Founded in 2002

Titan Lenders Corp.
www.TitanLendersCorp.com

Former Guardian Mortgage Services executive Mary Kladde has gone out on her own to form Titan Lenders Corp., Denver, a closing, post-closing and mortgage fulfillment services provider. Titan is being positioned as a variable cost alternative for mortgage bankers, brokers and investors to increase their loan closing capacity while reducing risk, errors and overhead costs. The firm offers a credited service model, extensive industry experience, and customized solutions automated by Cerberyx, a Web-based technology platform designed specifically for its processes. Built upon the eSys Technologies platform for managing cost and increasing productivity for next-generation lenders, Titan's Cerberyx application is a Web-based information management tool that provides a window into a lender's entire mortgage pipeline from application all the way through to the end sale of the actual loan.
Founded in 2007.