

COMPANY BACKGROUNDER

COMPANY: Loan-Score Decisioning Systems

FINANCIAL PROFILE: Privately held

FOUNDED: 2000

BUSINESS: Founded in 2000 and based in Irvine, California, Loan-Score Decisioning Systems offers the industry's only *true* enterprise-class AUS available on a software-as-a-service (SaaS) basis for all lending channels and product types. The company maintains a comprehensive, up-to-date library of investor guidelines and pricing to ensure precision-based underwriting that results in fundable loans and buyback prevention.

Loan-Score's value proposition provides lenders with the unique option to manage pricing, guidelines and rules in-house with their own staff using a web-based rules editor, or clients can utilize Loan-Score's team of credit policy analysts to maintain complex, ever-changing guidelines and logic. At any time, Loan-Score allows clients to conveniently switch models depending on what is best for them given market conditions, growth or retrenchment, and maintenance costs.

The company's solutions are engineered to deliver swift, cost-effective implementations that integrate with existing LOSs and avoid inflexible programming efforts and high maintenance costs.

CHANNELS: Retail, Wholesale, Correspondent, Consumer Direct lending channels

CLIENTS: Loan-Score's solutions are in production with small, medium and large lending institutions who originate all product types.

PRODUCTS:

Enterprise AUS - Offers lenders the ability to license and host Loan-Score's solution behind their firewall and maintain business rules with their own staff. The Enterprise AUS automates and underwrites loans using complex credit analysis and interpretation. Returns risk-based pricing and all conditions/stips and exceptions with a precision-based AU approval that lenders can trust.

Turnkey AUS - Offers lenders an out-of-the-box AUS on a managed services basis whereby Loan-Score's experienced Business Analysts maintain frequent changes to investor guidelines, products and pricing. The Turnkey AUS automates and underwrites loans using complex credit analysis and interpretation. Returns risk-based pricing and all rules-based conditions/stips and exceptions with a precision-based AU approval that lenders can trust, for an off-the-shelf price.

Power Pricer™ - Product Eligibility & Pricing Engine – Analyzes borrower information against a lender's complete line of products using approval policies and designated criteria, displaying an initial decision on best-fit products and pricing formats and allows loan data to be uploaded for bulk analysis and pricing. Online rate-lock transmissions and other features are also available.

Portfolio Analysis Engine™ - Evaluates pools of loans for purchase, sell or workouts for services, private investors and lenders. Prices and returns accurate eligibility to assess risk and pricing.

PDA Pricer™ - Delivers instant product eligibility, pricing and AU approvals while LO's are on the road directly from their PDAs/Blackberrys.

Retail Portal – Loan Officer-facing web portal that moves product eligibility and pricing, credit/debt management and automated underwriting functionality to the point-of-sale.

Consumer Direct Portal – A consumer-facing web portal that allows borrowers to search products, return pricing and render and initial pre-qualification without ever speaking with a loan officer.

Broker Portal – Broker-serving web portal that moves product eligibility and pricing, credit/debt management and automated underwriting functionality to the point-of-sale.

FHA TOTAL Scorecard Interface – A direct system-to-system interface between Loan-Score's AUS and the FHA's loan approval platform. The interface offers Immense cost savings for any lender originating FHA loans.

SERVICES: **Professional Services** – Loan-Score employs a well-equipped team of experienced, credit policy analysts, integration specialists and senior-level application developers. Expertise is offered in the following areas: Business Requirements Analysis, Credit Policy Analysis, Secondary Marketing, Architecture Design and Prototyping, Rule Implementation and Testing, Application Development Support and Post Implementation Support.

Solution Proving Lab - Loan-Score offers prospects three different options to perform up-close, hands-on solution due diligence to ensure its viability given specific lender requirements. Testing can be performed onsite at Loan-Score's office in Irvine, California, it can be conducted onsite at the prospect's location, or lenders can utilize Loan-Score's "Prospect e-Lab" for web-based testing in a virtual solution sandbox.

CORPORATE

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KEY MANAGEMENT:

- **David P. Colwell**, *Executive Vice President*
David brings more than 23 years of financial services and mortgage banking experience to Loan-Score's sales and marketing team and is responsible for strategically managing key accounts and developing new services and offerings for the residential lending market. David holds a deep

understanding of strategic planning, business development and sales process modeling. Most recently, David was the senior executive of strategic solutions for Portellus, an LOS and business rules management provider. Before Portellus, David was the managing director at Provision, a financial services consulting and CPA firm focused on business services, coaching, value creation, wealth/tax strategy and compliance. David was also a vice president at Mortgage Cadence where he was focused on strategic business development. Prior to that, he was the managing partner of SDDC Group, a financial services consulting firm focused on planning, technology enablement and operations improvement, where he managed various engagements with top 25 mortgage bankers. In addition, Colwell was also the CEO of United Capital Mortgage Corporation, a correspondent lender with over 300 employees. Prior to United Capital, Colwell was a director at Cap Gemini & Gemini Consulting; vice president of corporate finance at Peakcok, Hislop, Staley & Given; and a senior auditor with Arthur Andersen.

Colwell holds a B.S. in Business Administration with a concentration in Accounting and an M.B.A. with a concentration in Finance from Arizona State University.

- **Joseph A. Bowerbank, SVP of Marketing & Strategic Alliances**

Joe has more than 15 years of marketing, communications, branding and strategy experience in the financial services and technology sector helping to build market share and grow organizations. He is a company building marketing professional who understands what it takes to catapult innovative ventures to the next level and quickly increase revenue.

Currently, Joe is the SVP of Marketing & Strategic Alliances at Loan-Score Decisioning Systems, an enterprise-class decision management provider. Before joining Loan-Score, Joe was the Vice President of Marketing at Portellus Inc. (acquired by NASDAQ: FISV), one of the fastest growing mortgage technology vendors in recent years. Prior to Portellus, he headed the marketing strategy at Commerce Velocity Inc., a business process automation firm catering to the mortgage banking industry. Before Commerce Velocity, Joe was the Director of Marketing & Market Adoption at Electronic Distribution Networks Inc. (EDN), a software communications provider serving multiple vertical markets. Ultimately, he fashioned an extremely influential marketing presence that assisted in the facilitation of the company's acquisition by ProQuest Business Solutions Inc. (NYSE: PQE). Prior to EDN, Joe worked as a Team Lead on national accounts in the sales and marketing department at MG Memory Inc., at the time ranked the number two computer memory manufacturer in the U.S.A. He has also consulted numerous companies to guide their strategic marketing and communications direction.

Joe sits on California State University, Fullerton's UEE Advisory Board for their sales and marketing program course development. He is an active member of the Mortgage Banking Association of America and serves as a regular thought leader in the media. Joe holds a B.S. in Business Administration with a concentration in Marketing from California State University, Fresno and an M.B.A. in Entrepreneurial Management from Concordia University, Irvine.