

◀ Leads/Direct Marketing continued

Self-service and e-delivery speeds processing time

The Advantage Data Online web center give you a simple yet comprehensive way to organize direct marketing tasks. Orders for any component or package of services are completed with points & clicks, and delivery occurs online. Advantage offers expert consultation for those with less experience who can then use the tools with no assistance. Additional helpful material is provided, including images of each available mailer, over 30 call tracking reports and program recommendations. Volume pricing is also available.

For more information, contact Advantage Credit at (800) 600-2510 ext. 7018, or email info@advantagecredit.com, or visit AdvantageCredit.com. Also check out AdvantageDataOnline.com and see why we say...**got it!**



It's show time! Look for us at the tradeshow listed below...

FAMB	August 8-9	Hollywood, FL
Greater Gulf States	August 14-15	New Orleans, LA
CAMB	August 16	San Jose, CA
TAMB	September 10-13	San Antonio, TX
Southeastern Regional	October 22-25	San Destin, FL
Western Regional	November 7-11	LasVegas, NV

Contact Jessica Barnes at Jbarnes@advantagecredit.com for more information.

INFO@ADVANTAGECREDIT.COM

Our Mission

At Advantage Credit, our number one goal is to provide innovative products that make your job easier.

We strive to deliver more to your business by providing efficient and friendly Customer Service and Technical Support teams, online services available 24/7, readable credit report formats, and fast turnaround times.

We are working around the clock to bring you great service and helpful products. Check out the information inside for details on some of the new products and services coming your way. You can see why we say **...got it!**

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ADVANTAGECREDIT.COM



SPEED, TECHNOLOGY, SERVICE...got it™

The Credit Report

Inside:

- Attention WinACI Software Users
- Mortgage Leads and Direct Marketing Resources
- Tradeshow Schedule

Attention WinACI™ Software Users: The time is now to upgrade to Advantage Online, the easiest credit reporting system available!

In our effort to continually improve our services, we're asking all of our WinACI™ Software customers to use Advantage Online as your one-stop report ordering and servicing center. We are convinced that you'll find that Advantage Credit's upgraded online credit reporting system is loaded with helpful new products and services, which will help you close more loans faster.

To your right, you'll see the many benefits and features of Advantage Online that make your job easier while helping you close more loans!

We invite you to logon to Advantagecredit.com/demo for a live demo of Advantage Online so you can see just how easy it really is to use.

Our Technical Support Department will gladly walk you through switching to Advantage Online. If you would like to make the switch right now, you can contact Technical Support at 800.600.2510 option 6 for immediate set up.

We appreciate your business and are committed to helping you with this transition. We want to make it as seamless and easy as possible for you. You'll be hearing from a member of our team shortly.



Benefits you can only get with Advantage Online:

- View scores, tradelines, service requests and status—all with a simple click
- More convenient tradeline updates and customer service request/status functions
- Remove co-borrowers and bureaus at no cost
- Handle your account administration online including adding and deleting users and limiting user access to identified products
- Access easy online customer service 24 hours a day
- Order new products like Credit Xpert, Automated Valuation Models (AVM's), leads and bundled direct marketing services, and flood certifications
- Improved online billing—transaction monitoring and invoicing capabilities
- Group all transactions associated with a borrower for billing purposes; make payment for them all in one step with borrower's credit card
- Order and print reports in batches.
- Familiar web interface—no training required!



Want to keep your pipeline full? Need premium mortgage leads and direct marketing resources?...got it!

This comprehensive resource center, Advantage Data Online™, is available through a direct link on Advantage Online™. It offers you end to end marketing tools that include multi-sourced mortgage loan prospects; credit bureau data; customizable mortgage direct mailers; toll-free response number tracking, and a web service center that you can use to turn around counts and live data orders as quickly as 5 minutes.

Direct marketing services

Advantage has pre-packaged complete business-generating programs that include leads, customized mailers (mailers are customized with logos and loan programs, then assembled and mailed on your behalf), and follow-up tracking to serve the widest array of broker businesses, regardless of experience. These packages are discounted from 10-20% off the a la carte price of the services.

Advantage gives you the ability to purchase toll-free call tracking services, which helps increase response rates, effectively capture contact information and direct sales, marketing & customer service resources efficiently. The service tracks your inbound calls using toll-free numbers (available instantly), and provides reports on areas such as peak times for workflow management, campaign effectiveness, and response concentrations for better target marketing. You can also get the names and addresses of callers for additional direct mail purposes. ▶

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