

Did you know?

SureCheck fraud protection is automatically added to any Fannie Mae report ordered through the Fannie Mae system or Advantage Online™. However if a tri-merge report is order first, and you want SureCheck added, you must select the option when ordering.

Tri-merges with no SureCheck upgraded to Fannie Mae reports will not have SureCheck. A new report with SureCheck must be ordered. It is always better to upgrade tri-merges with Surecheck to Fannie Mae reports to avoid incurring additional charges.

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

FAMB	August 8-9	Hollywood, FL
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	Las Vegas, NV

Contact our tradeshow manager, 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:

- New! Leads and Direct Marketing Program
- Important Information Regarding Surecheck
- Tradeshow Schedule

Monthly Newsletter
July 2003

New! Advantage Credit's Advantage Data Online™—a premium mortgage leads and direct marketing resource center.

This comprehensive resource center, available through a direct link on Advantage Online™, 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.

Multi-sourced data

A key quality difference in Advantage's mortgage leads is that the data is sourced from multiple title and deed compilers to gain a larger universe of data on a county and state level. We start with basic demographic lists, and match to real property lists that contain records not yet in wide circulation.

This file is then segmented using prevailing underwriting guidelines to fit all possible loan programs and to enhance home value and loan value information. You can also overlay these data sets with live credit bureau data that's updated every 24 hours, rather than monthly or quarterly. In addition, we run the data against state and national "do not call/do not mail" lists to comply by state and federal law. The resulting names have a higher propensity to respond because of greater accuracy and less saturation.

The lead segments can be further refined to fit a

Leads/Direct Marketing (cont'd)

broker's unique targeting requirements with point & click filter selections.

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

The screenshot shows the Advantage Online website interface. At the top, it says "ADVANTAGE Online™" with a logo. Below that, it says "Consumer Leads". There are three main product listings, each with a "Build" button. The first listing is "Advantage Credit" with a "15 West Strong St Suite 30A Pensacola, FL 32501 (800) 600-2510" address and a "WINNER" badge. The second listing is "Advantage Prime" with "6.4+ Million Homeowners" records and "Qty. Based" pricing. The third listing is "Advantage Sub-X" with "3.8+ Million" records and "Qty. Based" pricing. The fourth listing is "Advantage VA" with "Our national multi-sourced database of county level title and deed recorded data. Unique to our competitors we do not look for one source of information. Instead we utilize our network of compilers to..."

Leads/Direct Marketing (cont'd)

(available instantly), and provides reports on areas such as peak times for workflow management, campaign effectiveness, and response concentrations for better target marketing. Other reports list the phone number of every caller, even if they encountered a busy signal, hung up or called after hours.

You can also get the names and addresses of callers for additional direct mail purposes. The service rings through to your existing phone system.

Self-service and e-delivery speeds processing time

The Advantage Data Online web center give brokers a simple yet comprehensive way to organize their direct marketing tasks. Orders for any component or package of services are executed with points & clicks, and delivery occurs online. Advantage offers expert consultation for those with less experience who can then use the tools unaided. 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, or email info@advantagecredit.com, or visit AdvantageCredit.com. Also check out AdvantageDataOnline.com and see why we say...**got it!**

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