

# The Credit Report

Advantage Credit (866) 568-3706

## HIGHLIGHTS:

-  FREE Audio Seminar
-  Bureau FACTA Fees
-  Information about TruApp

### Helpful Tip:

**Want to get your customer service request back even faster?**

*Simply have borrowers sign an **Advantage Credit (ACI) Borrower Authorization form!** Creditors are increasingly requesting borrower release forms that specifically state the name of the third party agency verifying account information. The ACI Borrower Authorization form can be found on Advantage Online under **Useful Forms/Links.***



Bill Sparkman

## Create Your Best Year Ever: Business Growth Tips for the New Year!

Advantage Credit and new affiliate partner RightPath Marketing presented a free live audio seminar in December by Bill Sparkman, known as “the Coach.”

To hear a recording of the December audio conference by clicking the link below:

[Teleconference audio—click here](#)

The 60 minute seminar focused on high impact techniques for creating a more successful mortgage business in 2005. the seminar taught listeners how to:

- Define what the “Best Year Ever” means to you
- Address critical areas of improvement
- Create a rock solid plan for 2005
- Dominate your market
- Mine the 6 steps to 6 figures
- Create less stress and have more fun

### About Bill Sparkman

Bill Sparkman is one of America’s Top Sales Trainers and Motivational Speakers. His approach to business and life has thrilled

his audiences since 1987. Bill’s “clipboard style” of educating was developed after a successful career in the world of sports as a player and a coach. He makes learning fun! Bill’s “nuts and bolts”, real world approach to increasing personal performance and achieving a balanced life, can help move you quickly to the next level. His ideas are fresh, proven and easy to apply. Bill is the creator of “Total Success Seminars” and the author of “Winning Ways” and “Peak Performance”. He is a sought-after speaker for many mortgage association events, in-house seminars for large lenders & brokerages and other industry companies.

### About RightPath Marketing

RightPath Marketing is a full-service marketing company. RightPath has tools & services to aggressively grow your business & income level, whether you’re a one-person show or the largest mortgage brokerage in the U.S. (currently a RightPath client). Take a quick tour of [RightPath Marketing online](#) and let this excellent resource help you achieve your plan—which you’ll be eager to start after Bill Sparkman’s seminar!



## Bureau FACTA Fees

The recently enacted **Fair and Accurate Credit Transactions Act (FACTA)** requires the three major credit reporting agencies to provide consumers with a free copy of their credit report every 12 months.

The act is in response to the government's recognition that identity theft and accuracy in credit reporting is becoming a significant concern for consumers.

Due to the provisions of FACTA, beginning in November, each credit bureau started assessing a recovery fee of \$ .11 per borrower pulled. This is only one of the many actions being taken to mitigate the increase in expenses due to FACTA requirements.

[Click here](#) for more information on the Fair and Accurate Credit Transactions Act (FACTA). ■

## New from Advantage: TruApp™ Prevents mortgage fraud before it happens

**New TruApp™ report can potentially reduce mortgage fraud losses by 40% or more!**

Advantage Credit is proud to offer an Internet-based fraud tool launched this fall by TruApp, Inc. The TruApp report can potentially reduce mortgage fraud losses by 40% or more, proven by tests run on real-world files known to contain fraudulent information.

TruApp screens essential data points—essentially every item on a 1003 mortgage loan application—for possible property and for-profit (organized) fraud. It identifies likely property flips, inflated sales prices, inflated valuations, borrower identity fraud, non-arms' length transactions, and unlicensed appraisers or those under disciplinary constraints, among other criteria. Borrower fraud is caught through scanning each borrower's key personal information, including employment data.

In addition, TruApp runs files against its own historical database of fraud perpetrators that is updated continually

with real-time data from all product users. The comparison spots likely fraud trouble from borrowers, loan officers, appraisers and subject properties.

Completely web-based with XML input & output, TruApp easily integrates to all major origination & underwriting systems on the market, as well as most proprietary systems. The product's price is competitive and minimal when compared to the savings it can provide the user per file; making it possible to build it into the regular underwriting process for all files, rather than scanning only perceived high-risk files at a much higher cost, greatly aiding loss reduction benefits.

TruApp, Inc. was founded in 2004, launching its flagship TruApp mortgage prevention tool for lenders and originators. TruApp helps identify and prevent mortgage fraud using essential data points and has the potential to reduce users' fraud losses by 40% or more.

**For more information, visit the TruApp website at [www.truapp.com](http://www.truapp.com), or call (800) 319-9487.**