



## NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

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### **PowerSeller® 5.8 Enhanced Reporting and Communications Strengthen Secondary Market Management for Small and Mid-Tier Lenders**

*-Associated Software Consultants Improves Tool for Community Banks, Credit Unions and Emerging Lenders -*

MIDDLEBURG HEIGHTS, OH – October 20, 2008 - Associated Software Consultants, Inc. (ASC), announced today the latest version of its PowerSeller® Secondary Marketing and Risk Management System, an enhanced technology solution designed to manage secondary market activities. The new PowerSeller version 5.8 streamlines marketing and operations and facilitates better communication among all stakeholders.

PowerSeller 5.8 enhancements include: new pricing-model tracking capabilities, additional risk management reports, optimized e-mail options, streamlined best-efforts-commitments handling and communication and reporting enhancements. The integration of pricing models into PowerSeller's mark-to-market and best-execution analyses helps those selling to investors with assignments of trade (AOTs), direct trades and co-issues. And, the cash grids feature has been streamlined to give lenders another tool to quickly make decisions.

PowerSeller 5.8 also delivers PowerSeller GPS, a focused set of capabilities designed to help small to mid-tier mortgage bankers and brokers achieve better execution as they sell loans via best efforts. PowerSeller GPS enables mortgage bankers and brokers to grow secondary marketing profits by increasing efficiencies and delivering sizable cost savings. By maximizing process efficiency, PowerSeller GPS prepares lenders to move toward mandatory execution. It gathers the data required for determining the potential costs and benefits of converting a product line from best efforts to a mandatory trading model. Collection of that data allows for a seamless transition into the more robust features of PowerSeller 5.8 as soon as users are ready.

“The key to better execution is accurate, timely data analysis,” said Greg Crosby, director of secondary marketing software at ASC. This technology tool multiplies lenders’ analysis, reporting and communications capabilities. It provides the guidance needed to raise execution levels.”

PowerSeller 5.8 introduces several new risk-management reports including a position summary reconciliation, a cost of hedging report and a cross-hedge-ratio report. The new reports facilitate more-informed hedging decisions by providing a better understanding of the daily fluctuations of the lender’s position. Lenders can now e-mail all reports to individuals or groups directly or via a macro command.

“PowerSeller 5.8 is priced to provide a tremendous range of benefits,” said Crosby. “It is designed to give originators, including emerging lenders, maximum functionality at an affordable price point.”

PowerSeller 5.8 is offered with two pricing options – a Subscription Payment Option, which substantially reduces the upfront costs of owning PowerSeller, and the PowerSeller Premium Support Option which provides added business resources.

### **About ASC**

Associated Software Consultants, Inc. (ASC) designs and markets loan automation and secondary marketing software for use by mortgage banks, commercial banks, community banks and credit unions. ASC’s business strategy focuses on providing software and support services that enable lenders to improve the volume and quality of their business, streamline workflow and reduce costs. The company’s lending solutions enhance primary and secondary mortgage operations, improve overall profitability and better serve borrowers and other constituents.

For additional information about ASC, visit the company’s Web site at [www.asconline.com](http://www.asconline.com).

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