



PowerSeller® GPS

What is PowerSeller GPS?

PowerSeller GPS is ideal for mortgage bankers and brokers who want to improve or expand their secondary marketing operations.

Fundamentally, PowerSeller GPS aims to improve your current best efforts operation by providing many of the basic features of our PowerSeller Secondary Marketing System in an easy-to-use “turnkey” format. Additionally, ASC offers implementation assistance, mentoring and other services “a la carte” from our team of industry professionals to augment the GPS software. The result is a comprehensive program that will improve your profitability by more efficiently managing your existing pipeline and investor commitments. Because the monthly fee for the PowerSeller GPS software is kept very low, and additional chargeable services are only provided when needed, you’ll find that the GPS is very cost-effective.

Beyond improving your current operation, PowerSeller GPS helps determine the potential costs and benefits of converting a product line from a best efforts to a mandatory trading model. Towards that end, the GPS traps key pieces of information, including historical information, required to sustain a mandatory trading desk, if it is found that mandatories would substantially improve your profitability.

Pays For Itself

PowerSeller GPS streamlines existing best efforts marketing activities, facilitates communication among stakeholders, tracks loan sale profitability and provides highly visible cost savings. It combines our software and services and helps create a road map for future growth. Together, we exploit opportunities and realize efficiencies by sharing our industry experience and technical knowledge.

Of course, the PowerSeller software is the key component to the GPS. The software controls and monitors your loan-level data and best efforts commitments, and traps and eliminates data errors and omissions before they become problems. It can even track and reconcile loan sale profitability, ensuring that you are paid appropriately, and it greatly reduces your risk of relying upon undocumented Excel-generated reports produced by a single individual in your organization.

PowerSeller GPS draws upon concepts and features inherent in the expansive PowerSeller Secondary Marketing System, but it is tailored to resolve challenges that confront entry-level mortgage bankers.

Opens the Door to Future Growth

The PowerSeller GPS is not just about today. While it is helping you streamline and better understand your present operation, the GPS also gathers the data required for determining the potential costs and benefits of converting a product line from a best efforts to a mandatory trading model.

For example, understanding core locked loan application closing ratios and how your pipeline behaves as rates rally or decline is critical to successful hedging. PowerSeller GPS helps by collecting key loan-level fallout data. This data is crucial when you will need to apply fallout estimates into your hedging decisions. The PowerSeller GPS helps you capture, understand and prepare for the opportunities that await and helps you avoid the pitfalls before you start.

Our team of industry professionals can assist you in analyzing this captured data to help you determine the feasibility of converting a business segment from best efforts to mandatory. The PowerSeller GPS also traps key pieces of information required to sustain a mandatory trading desk, should you make that decision.

If you decide to move to mandatories and want to deploy the full-featured PowerSeller Secondary Marketing System, the transition is a smooth one, thanks to the shared interface and organizational structure. PowerSeller accommodates all manners of hedging and delivery configurations. With the PowerSeller GPS as a starting point, your shift to hedging with and fulfilling mandatory commitments will be cost-effectively realized. Our PowerSeller business and product support team are adept in leading the upgrade process and providing best practice implementation guidance.

PowerSeller GPS Highlights

- **Pipeline Management** - Track and manage best efforts commitments. Verify investor purchase advice.
- **Pipeline Reports** - Key information on your pipeline and associated commitments. Includes delivery expectations, new locks, uncommitted pipeline and profit reporting. All reports are customizable and can be printed and/or e-mailed to facilitate communication.
- **Data Import** - Tools to build reusable modifiable maps that load data into your PowerSeller GPS system, in a recurring automated fashion, or on demand. ASCII text from origination/processing system, or database to database if source database accommodates.
- **Data Conversion** - Tools to build reusable modifiable business rules to manage data integrity issues and to allow multiple data sources to use a common naming convention.
- **Investor Export Maps** - Tools to build reusable modifiable maps to export data in a variety of file formats for use by your stakeholders (investors, accounting, etc.) Converts data to investor terminology.
- **Data Quality Audits** - Use the customizable output to monitor the loan database for changes to critical data elements, and use this intelligence to fix data issues before they become economic issues.
- **Process and Track Loan Level Fallout** - Capture, classify and chronicle key events and state milestones in a lock commitment's life cycle.

Additional Optional Services

Beyond the GPS software features and benefits listed above, we offer optional services for a modest additional fee. These services provide review findings or analyses that can easily improve your operation's performance. Such optional additional services can include:

- **Fallout and Process Analysis** - Provide a report on the fallout tendencies of your loan pipeline by product groups, mortgage purpose and process stage.
- **Best Execution Opportunities** - Based on client information, provide a strategic "apples-to-apples" comparison of delivery alternatives.
- **Hedging and Profitability Analysis** - Forecast potential costs to hedge products and their comparative profit vs. the best efforts approach.
- **Data Quality Review** - Review your GPS configuration to determine that key data elements are being monitored.
- **Configuration Review** - Review your existing GPS set-up to determine that the system is being maintained in the most efficient and effective manner to ensure that you are taking full advantage of GPS features.
- **Custom Report Development** - Develop and deploy special order reports.
- **Database Administration Assistance** - While the GPS is designed to require limited database administration, should the need arise ASC has the staff available to assist with database-centric projects.

By offering ASC services in an "a la carte" manner, the monthly fee for the GPS is kept very low, and you can choose only the services you require, depending on your needs and desire to move forward. This keeps the overall cost of the GPS very reasonable and ensures ongoing cost-effectiveness.

About PowerSeller

PowerSeller is a comprehensive secondary marketing and pipeline risk management system composed of the Secondary Manager, Risk Manager, Post Closing Manager and Data Manager modules. PowerSeller is used by many leading mortgage lenders nationwide.

For more information about the PowerSeller GPS, call **800-628-4687** or visit us online at www.powerseller.com.