

## PowerSeller Risk Manager® Philosophy

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Not everyone playing in the pipeline risk management arena is alike. Therefore, an automated solution that's right for one lender is not necessarily the one that works best for another.

We believe that in order to effectively manage risk, your solution must be **flexible**, it must be able to **focus** in on the specifics of your particular business, and it must be **transparent** so you can see how and why the derived solution works for you.

The PowerSeller Risk Manager by ASC delivers **flexibility** by providing you with a variety of pipeline risk management methods and a unique "what-if" scenario that allows you test theories in a real-world environment, gauge market changes before they happen, and visualize their impact on your pipeline.

PowerSeller provides **focus** with meaningful mark-to-market and exposure position reporting. It helps you identify risk exposure as it applies to specific points in your pipeline. It helps you visualize the best methods of minimizing that risk in real-world terms, without the "analysis-paralysis" that comes with volumes of statistics that may or may not apply to you.

PowerSeller reports let you **see** how each assumption and component impacts your mark to market and exposure results. Analytical tools help you understand the dynamics of your pipeline and your marketplace.

Most importantly, PowerSeller lets you do the driving. You've got the talent, all you need are the tools. This hands-on approach has been our hallmark throughout our 25+ years of providing software solutions to mortgage lenders. Think about it: if you're not driving, you're just along for the ride.

We invite you to call us at 800-628-4687 and see what we can do for you. You can also visit us on the web at [powerseller.com](http://powerseller.com).