

PowerSeller® vs. Homegrown Systems



It's What We Do

As a mortgage banker, you build mortgages. That is where your focus and expertise lie. The preponderance of your resources are directly dedicated to this end. It is how you profit.

ASC is a software development and support firm. We build software. Further we concentrate on secondary marketing automation software. This is where our focus and expertise lie. Selling and supporting this software is how we profit.

We would contend that using vendor-provided software is an area where it makes good sense to outsource.

Thinking like risk managers, let us explain PowerSeller's ability to manage risks

- **Resource Risk.** The PowerSeller software code was developed with customer support in mind. Therefore, it was written using standards and it is documented in such a way that any of our developers can review the code and understand a specific process. The combination of coding standards, documentation and a team environment provides assurance that the source code can be effectively supported and enhanced independent of the individuals involved.
- **Technology Risk.** The PowerSeller staff actively pursues continuing professional education to keep our skill sets in step with advancing technology. We systematically review new technologies with an eye toward how they might be used to improve PowerSeller.
- **Experience Risk.** Our users shape our software. The geographic and business approach diversity of our user base means that PowerSeller can support a wide range of business models and management techniques. Internally designed systems tend to have a difficult time transitioning and thus business opportunities are lost or mishandled because the system cannot adapt.
- **Load Risk and Quality Control.** ASC's professionals are dedicated to testing PowerSeller. We are able to stress test and benchmark the software under a variety of conditions. These are often the important details that are left undone. Thus you can be sure that as your volumes or user count increase, PowerSeller will be robust and continue to provide satisfactory performance.
- **Training and User Support.** Corporately, the unwritten is the unknown. ASC training and documentation specialists have developed materials and curriculum focused upon getting your staff up to speed quickly. Besides the initial on-site training, we provide scheduled training classes at our offices throughout the year.

For more information about PowerSeller, contact ASC at **800-628-4687** or check us out online at www.powerseller.com.