



MEDIA AVAILABLE: Sun West Mortgage Allows Originators To Organize Their Sales Flow

For Immediate Release

CERRITOS, Calif./EWORLDWIRE/July 8, 2008 --- ReverseSoft Online now features an enhanced My Pipeline, a sales management dashboard and tracking module. My Pipeline provides processors and loan officers with a view of the important aspects of their loan production.

My Pipeline allows users to track leads all the way through to closed loans from a single screen, giving them a 'bird's eye view' of their sales flow. The pipeline also displays key dates such as when counseling, title, and the appraisal were ordered and received for each loan. This enables the loan officer and processor to remain in compliance and follow up with third party vendors. Additionally, the pipeline displays the follow up date for each loan, allowing them to be prioritized effectively.

"Thanks to My Pipeline, I always know when a loan is submitted into underwriting," says Karla Ruiz of NMS Realty. "The feature also sorts my loans by their follow up date, so I'm able know their precise status," she adds.

My Pipeline is a comprehensive sales management tool, offering unparalleled value to today's busy reverse mortgage originator.

ReverseSoft Online is exclusively available to Sun West's partners. With this program, they can originate loans, draw vendor services and monitor their pipeline on a real-time basis, at no cost. To become a Sun West partner, mortgage correspondents can email sales@swmc.com or call Anthony Toro at (800) 453 7884.

Sun West Mortgage Company, Inc. is a FHA, VA, Freddie Mac, Fannie Mae and Ginnie Mae approved full-service mortgage banker. It is an approved Ginnie Mae HMBS Issuer, Servicer and Master Servicer. Sun West has been serving its nationwide client base since 1980. Its diversified loan programs include FHA Reverse Mortgages, FHA Single Family and Multi Family, VA, Conventional and Home Equity mortgages. Sun West is one of the few direct lenders to provide in-house underwriting, funding, and servicing for reverse mortgage products. Based in California and doing business nationally, Sun West is dedicated to offering exceptional customer service coupled with integrity, reliability, strength and stability.

About ReverseSoft Online

ReverseSoft Online is on 27 years of FHA lending and mortgage technology experience. It combines a high-speed underwriting engine based on a rich library of rules with the flexibility and scalability to integrate it with third party systems.

Learn more about:

Sun West Mortgage at '<http://www.swmc.com>'

ReverseSoft Online at '<http://www.ReverseSoftonline.com>'

Reverse Mortgage Calculator at '<http://www.SimpleHECMCalculator.com>'

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My Pipeline in ReverseSoft Online
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