

## News Release

### **PCLender.com Aligns with Motivity Solutions to Offer Customized Data Reporting Technology for Mortgage Banking Customers**

**HOCKESSIN, Del., Jan. 26, 2011** – [PCLender.com](http://PCLender.com), a leading provider of enterprise Web-based mortgage software and mortgage lending technology solutions for mortgage companies, credit unions, and community banks, today announced an integration agreement with [Motivity Solutions](http://Motivity Solutions) for its award winning and industry leading Movation Business Management Platform.

Through the integration agreement, PCLender.com customers using its comprehensive loan origination software [InHouse Mortgage](http://InHouse Mortgage)<sup>®</sup> can utilize Movation's innovative business intelligence functionality to better understand the performance and status of their loan production and overall operations through real-time scorecards, dashboards, and dynamic, real-time reporting capabilities. [Movation](http://Movation) augments PCLender's LOS software's extensive database of record along with other relevant data sources, and seamlessly integrates Movation to efficiently extract relevant information to more effectively manage an organization's complex mortgage operation. PCLender.com customers benefit by having access to their collective loan origination information from one central database system, in real-time that can be converted into actionable information through multiple business intelligence and reporting options. Some key benefits include:

- Easy accessibility of Movation within InHouse Mortgage<sup>®</sup> software for on-demand viewing of company information through an intuitive interface
- Quick access to real-time, drillable dashboards that provide essential information necessary to drive customers' business
- Key Performance Indicators (KPIs) monitor individual operational activities with large-scale department, branch, and company goals
- View high-level summary data graphically with the ability to drill down to loan level detail as needed

"We're excited about our latest partnership with PCLender.com and equipping lenders with user-friendly functionality to maximize their business processes," said Tyler Sherman, chief executive officer, Motivity Solutions. "Our combined technologies work well together to provide customers with a customized business intelligence and reporting solution that is quick and seamless to implement. Creating performance-driven

cultures for our lenders is now a combined effort through this synergy relationship.”

“The robust functionality of InHouse Mortgage® software coupled with the innovative capabilities of the Movation platform provide our customers with a competitive-advantage of having accessible detailed, information that can help them make more informed, expeditious, and confident decisions around their mortgage loan activity,” Cy Brinn, chief operating officer, PCLender.com. “We’re known in the industry for providing cost-effective, low maintenance tools that mortgage lenders can utilize in day-to-day operations to increase profitability margins. Our recent alliance with Motivity Solutions provides our customers with best-in-class dashboard and reporting functionality that will enable them to further increase the efficiency and profitability of their loan production operations.”

The integration of Movation became available to InHouse Mortgage® users in Nov. 2010 in a pre-configured version to give PCLender.com customers an out of the box, web-based business intelligence and reporting solution. Arbor Mortgage, a full-service mortgage servicing company headquartered in Grand Rapids, Mich., is an InHouse Mortgage® customer that recently deployed the integrated solution with positive results.

“We’ve been very pleased with Movation’s ease of integration into our existing InHouse Mortgage® software and how quickly it recognized areas in which we can implement improvements in business operations,” said Cory Mackwood, chief executive officer, Arbor Mortgage Corporation. “PCLender.com and Motivity Solutions are well-known in the industry for offering advanced mortgage-focused technologies to assist lenders in increasing their profitability. Their latest partnership agreement is a winning combination for InHouse Mortgage® customers to achieve greater success.”

Movation is the award winning business intelligence platform that combines data sources to provide “one version of the truth” while allowing customers to continually improve their organization. Movation surrounds and supplements existing technology to provide data rich, real-time business intelligence. Movation enables lenders to maximize their return on technology investments and instills the confidence to be proactive in problem solving and decision making. InHouse Mortgage® customers should contact Motivity Solutions to learn more about the benefits of real-time business intelligence and dynamic reporting in mortgage banking.

PCLender.com’s loan origination software, InHouse Mortgage®, is an easy-to-use, Internet-accessible mortgage software system that can be tailored to a lender’s business process and workflow. Standard implementations are securely hosted, eliminating the need for additional technology hardware and service expenditures. Available in three separate modules, InHouse Mortgage® can meet the unique needs of lenders of all sizes and types.

### **[About Motivity Solutions](#)**

Motivity Solution is the award winning creator of mortgage-centric, culture changing technology. Our innovative Movation Business Management Platform helps lenders get more business, and get more out of their business through revenue-generating customer relationship management and performance-driving business intelligence that elevates the success of your company by establishing a self-competitive culture. For more information, please visit [www.motivationsolutions.com](http://www.motivationsolutions.com).

**About PCLender.com**

PCLender.com, Inc. is a provider of industry leading, enterprise-wide web-based mortgage lending solutions. The company's suite of SaaS-based applications, including its award-winning loan origination system, has revolutionized how mortgage companies, banks, and credit unions manage the mortgage lifecycle and ensure highly compliant closed loans. PCLender.com is dedicated to providing real estate lenders with exceptional service, as well as a streamlined mortgage automation platform that maximizes efficiency and increases profitability. For more information, visit [www.pclender.com](http://www.pclender.com) or call **877-536-6886, ext. 501**.

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