



## **NEWS RELEASE**

Credit Plus, Inc.

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### **CREDIT PLUS, INC. HELPS MORTGAGE PROFESSIONALS INCREASE BUSINESS IN DOWN MARKET**

*Mortgage banker/brokerage firm cites success with alternative credit reports*

**Salisbury, Md. – March 14, 2007** – Credit Plus, Inc., a leader in the credit information industry since 1928, announces it is helping mortgage professionals increase business during a down market. The company is receiving positive feedback from its alternative credit reports provided through a partnership with Payment Reporting Builds Credit (PRBC).

“At Credit Plus, we are committed to providing our customers with every tool possible to help them increase their volume,” said Allen Johnson, Vice President of Sales and Marketing for Credit Plus. “From alternative credit reports to ScoreWizard to lead generation programs, we are providing solutions in a down market.”

#### **Alternative Credit Reports and Spanish Reports Assist More in Qualifying**

Last fall, Credit Plus announced that it would be offering PRBC Reports and numerous lenders and brokers have been requesting these reports. Alternative credit allows consumers to build credit scores based on their payment history of recurring bills, including rent, utilities, child care and more. It allows consumers who have always paid their bills on time, but do not have enough of a credit history at any of the big three national credit bureaus, to qualify for a mortgage.

Recently, Windsor Capital Mortgage Corporation’s branch office in West Palm Beach, Fla. utilized a PRBC Report to qualify an applicant. A 23-year-old woman applied for a mortgage. However, when the mortgage professional went to pull her credit report, she had no credit on her report. A PRBC Report was then pulled which showed her telephone histories, cell phone and rent. She was approved for a mortgage.

In addition to PRBC Reports, Credit Plus provides Spanish credit reports that are helpful to those who are new to the U.S. or who speak Spanish as their primary language. Similar to its English reports, the document also features suggestions on how to improve the potential borrower’s credit score.

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### **Coaching Borrowers How to Increase Scores Through ScoreWizard**

Another tool that Credit Plus provides is its credit score advisory tool, ScoreWizard. Using the What If Simulator, mortgage professionals can simulate changes to the consumer's credit file and predict the score that will result from those changes. Loan officers close 30% more loans utilizing this tool. The company provides comprehensive training on this feature online through Credit Plus University.

In addition, Credit Plus provides a robust, turn key lead generation service and a less expensive alternative to assist mortgage companies in identifying potential customers.

### **About Credit Plus, Inc.**

Credit Plus, Inc., a leader in credit information services since 1928, is dedicated to providing mortgage professionals with an unsurpassed level of service and technology. Headquartered in Salisbury, Maryland, the company provides quality products and services to mortgage professionals throughout the nation.

Credit Plus goes BEYOND BUNDLED™ by combining key settlement services with stellar customer service. It also offers an innovative program providing mortgage professionals with targeted leads.

For more information, please call 800-258-3488, email [beyondbundled@creditplus.com](mailto:beyondbundled@creditplus.com) or visit the company's website at [www.creditplus.com](http://www.creditplus.com).

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