



## **MEDIA AVAILABLE: Sun West's Alert Agent Service Accelerates Loan Production**

For Immediate Release

CERRITOS, Calif./EWorldWire/Feb. 20, 2008 --- Sun West today announced the release of the Alert Agent(TM) in ReverseSoft(R). The Alert Agent sends a secure and interactive e-mail to which the recipient can respond and update data on the loan by clicking embedded buttons within the e-mail.

Highlighting the inherent value of this feature, Pavan Agarwal, vice president, Sun West Mortgage Company, said, "A production manager's toughest job is to be able to monitor and resolve the issues in the pipeline. The Alert Agent is an intelligent tool that analyzes numerous data points of the entire pipeline of loans and alerts you to the ones that demand your attention. It helps you to be proactive and increase the quality of customer service."

The attached figure is an excerpt from an Alert Agent e-mail.

The Alert Agent streamlines communication between all individuals associated with a loan, such as the loan officer, processor and underwriter. This service has been innovatively designed, so that each recipient is informed in an intelligent format that highlights key loan facts and activities.

Scott Johnson, president of Sun Valley Financial, a large reverse mortgage company in Salt Lake City, Utah said, "Sun West's underwriting updates that I have on my computer every morning is the best innovation that I've seen in my seventeen years as a mortgage broker. Ten minutes first thing in the morning helps me get a grip on any problems that may be developing on files in underwriting. This [service] gives us the rest of our day to spend processing loans and ordering docs, instead of putting out fires."

Sun West partners have full access to ReverseSoft including the Alert Agent, at no extra cost. To become a Sun West partner, mortgage correspondents can e-mail [sales@swmc.com](mailto:sales@swmc.com) or call Anthony Toro at (800) 453 7884.

About Sun West Mortgage Company, Inc.

Sun West Mortgage Company, Inc. is an FHA, VA, Freddie Mac, Fannie Mae, and Ginnie Mae approved full-service mortgage banker. The company has recently been approved as a Ginnie Mae HMBS Issuer, Servicer, and Master Servicer. Sun West has been servicing its nationwide client base since 1980. Its diversified loan programs include FHA and Jumbo Reverse Mortgages, FHA Single Family and Multi-Family, VA, Conventional, Jumbo, 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(R)

ReverseSoft is Sun West's flagship loan origination system for reverse mortgages. ReverseSoft customers can originate, underwrite, close, and service reverse mortgages. ReverseSoft is integrated with numerous third party vendor services via MISMO-XML. Additionally, it has the ability to run sophisticated reports and has extensive data analysis tools, rules based task assignment and routing, and an integrated, paperless work-flow. Built on 27 years of FHA lending and mortgage technology experience, it includes a high-speed automated underwriting engine based on a rich library of rules specifically designed for reverse mortgages.

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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**KEYWORDS:** mortgage banker, mortgage, reverse mortgage, conventional loans, FHA approved, VA Approved, Fannie Mae approved, Freddie Mac approved, lender, broker, originator, servicing, servicer, loans, Reversesoft, MOL, MortgageSoft OnLine, Sun West, senior, borrower, company, reverse, lender, david, carey, david carey, hari, agarwal, pavan, toro

**SOURCE:** Sun West Mortgage Company, Inc.

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