



Sun West's Branded Origination Calculator is a Success

For Immediate Release

CERRITOS, Calif./EWorldWire/June 4, 2008 --- Sun West Mortgage Company is recording an excellent response to the release of its Branded Origination Calculator. With this feature, Sun West has enabled its partners to build brand identity and create a Web-based reverse mortgage storefront at an outstanding value.

The Branded Origination Calculator is Sun West's Reverse Mortgage Calculator, customized for partners. Mortgage brokers can make this tool a part of their Web site, as well. Once the calculator has been customized, partners can take advantage of Sun West's Apply Online feature to bring clients to their doorstep. Apply Online allows loan officers to follow up with seniors after they have received their calculator results.

"Before Sun West offered me my own Branded Origination Calculator, I was pricing the project out with my Web designer, who wanted to charge me \$5,000," says Bob Davis, a mortgage industry veteran. "Not only did Sun West provide this product to me for free, it also included the Apply Online feature which allows leads to be sent straight to my e-mail. Thanks for the free hot leads, Sun West."

In the first two weeks of launch, Sun West has created Branded Origination Calculators for many of its valued partners. Mortgage professionals can receive their own Branded Origination Calculator by contacting a Sun West Account Executive at (800) 453 7884.

ReverseSoftOnline is exclusively available to Sun West's partners. ReverseSoft allows users to 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 e-mail sales@swmc.com or call Anthony Toro direct at (562) 916-1424.

Sun West Mortgage Company Inc. is an 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. 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 Sun West's flagship loan origination system for reverse mortgages. Built 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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SOURCE: Sun West Mortgage Company