

MEDIA AVAILABLE: Sun West Mortgage Company Simplifies Reverse Mortgage Lead Management

Sun West debuts its Call Capture module

For Immediate Release

CERRITOS, Calif./EWorldWire/May 15, 2008 --- With the release of its latest version of ReverseSoft Online, Sun West Mortgage Company introduces its lead management system, Call Capture. This feature is designed to meet the needs of a scalable call center and reduce the learning curve for loan officers entering the reverse mortgage industry.

Call Capture is designed to meet the need for rapid lead qualification by prompting the loan officer with a minimal set of loan facts. Time is everything when managing a high volume call center and Call Capture helps management easily access and track each call from ReverseSoft's reporting dashboard.

The feature also integrates with caller ID systems to perform a reverse lookup of the caller and pre-populate the respective fields automatically, even if the call is missed.

"The Call Capture feature has helped us streamline our lead management," says Robert Griffin from Griffin Financial Mortgage. "ReverseSoft will now help us get a quote to the customer in a quicker fashion and track our lead conversion without having to switch programs."

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 e-mail to sales@swmc.com or call Anthony Toro at (800) 453 7884.

Sun West Mortgage Company Inc. is an FHA, VA, Freddie Mac, Fannie Mae and Ginnie Mae approved full-service mortgage banker. It has recently been approved as a Ginnie Mae HMBS Issue, 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 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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AVAILABLE MEDIA:

PDF File: Call Capture (size: 249.0 k)

Call Capture screen shots

http://eworldwire.com//mediauploads/27942_419412_1210809284.pdf

