



9000 Commerce Parkway
Suite A
Mt. Laurel, New Jersey 08054

PRESORTED
STANDARD
U.S. POSTAGE PAID
CHERRY HILL, NJ
PERMIT NO. 286



CREDIT LENDERSSM
SERVICE AGENCY, INC.

Celebrating Our 20th Anniversary

1st Quarter, 2003

Today's Information, Using Tomorrow's Technology

DO YOUR HOMEWORK IN CHOOSING THE RIGHT PERSON FOR THE JOB

(Excerpts)

By SUSAN VAUGHN,
SPECIAL TO THE TIMES

When considering job applicants, **"do your best thinking upfront,"** suggests Ivan Gordon, Vice President of ATS Professional Services in Jacksonville, Fla. This may save your company from bad hiring decisions. It could even avert a lawsuit.

"There are some fairly simple and inexpensive ways to check who these applicants are, so you can stand up in court, if necessary, and say, 'Look, I took the following steps. I did my due diligence,' " said Craig Chretien, Managing Director of IPSA International, a Los Angeles-based risk mitigation service and the former Assistant Administrator of Intelligence with the Drug Enforcement Administration. Establish uniform prescreening policies and communicate them to your agents and employees. Be as thorough researching the backgrounds of known candidates (such as friends of company employees) as you would be for unfamiliar applicants, said Vivian Golub, President of Ariel Consulting in San Jose.

Build a reputation for doing thorough, accurate background checks. "You'll be sending a message out, and people who might scam you will go somewhere else," said Elaine Carey, head of West Coast operations for Control Risks Group in Los Angeles.

Tailor the investigations to the positions. Conduct more exhaustive checks for job applicants who handle money or other valuables; have contact with the public; enter private homes; have access to confidential data, controlled substances and drugs; or serve as caregivers for children, the elderly or vulnerable adults. **Document each step of the investigation.** Verify educational degrees, professional licenses and certifications.

RELATIONSHIPS AFTER THE SALE

(Excerpts)

By Ivy Cohen
The Philadelphia Mortgage Press

TODAY'S ENVIRONMENT

Today's mortgage market is extremely challenging-in just a year's time, the focus of the industry has changed drastically. Not too long ago, a Mortgage Broker's revenue came entirely from new home purchases-today, half of your business is refinancing, compelling brokers to approach business in a much different fashion.

As mortgage lenders, your business objectives are to sell mortgages and refinancing packages, identify additional products to sell, and serve as the lender of choice when your clients purchase homes. Not only do you need to develop a short-term perspective on packaging and promoting your products, but you must also exercise a long-term view if you want to see any repeat business.

SUCCESSFUL MARKETING STRATEGIES

When it comes to marketing, most mortgage firms employ a variety of strategies to help to identify prospects, promote products and close deals. Mortgage Brokers must devise an approach to distinguish those prospects who are refinancing from those in the market for a new home-successful companies will map out an integrated marketing approach to pursue clients interested in refinancing. Monthly mortgage newsletters and semi-annual telephone calls are fundamental to exploring a client's financial situation, as well as their plans for the future. This contact helps lenders determine whether their customers need any additional services to help them improve their credit.

(Continued on page 2)

(Continued from front page, "Do Your Homework in Choosing the Right Person for the Job")

During the interview process, have more than one individual, including an applicant's potential peer, interview the job seeker, said Tim Fargo, President of Omega Insurance Services in St. Petersburg, Fla. "You'd be surprised how, when someone perceives somebody else as an equal, they say a lot more," he said. Have a knowledgeable supervisor in the hiring department pose questions designed to determine whether the applicant has knowledge and skills for the job, said David Lewis, President of Operations Inc.com in Stamford, Conn. Ask important questions more than once, but word them differently, Gordon said. "If people answer slightly differently each time, they may not be being truthful," he said.

To reduce risk of invasion-of-privacy lawsuits, **obtain written authorization from applicants** to verify representations made on their applications and resumes, and to investigate their backgrounds.

Lois Kosch, an attorney at San Diego-based Wilson Petty Kosmo & Turner, recommends that at the end of the application, you include a clause for the candidate to read and sign that says: "I understand that any misrepresentation, falsification or omission of information may result in my failure to receive an employment offer or in my termination."

Consider outsourcing background checks to companies specializing in them. They can keep you from viewing data (such as arrests, marital status, etc.) that can't be considered in your employment decision. But third-party checkers cannot shield you from liability if errors are made during the fact-checking process that result in the applicant's wrongful denial of a job.

Most important, don't ignore any suspicious information that turns up during your background check, such as multiple address changes, conflicting dates of employment and extended absences from the work force. Don't make a job offer until you've completed your background research and are satisfied with the results. Rushing to extend a job offer, without completing diligent pre-employment screening, translates into trouble.

"In my experience, a lot of companies do this and then, when the background check is completed, say, 'Now what are we going to do? We're stuck,'" said Bob Turk, an attorney with Gunster Yoakley in Miami.

EMPFact, a product of Credit Lenders Service Agency, Inc., is your solution to all your investigative and hiring needs.

(Continued on back page)

JOSEPH A. PRESTON

Background:
Joe is Vice President and Manager of the Public Records Department. This profit center consists of over 70 employees, as well as a large network of independent contractors, who together produce over 500,000 public record reports and flood plan certifications annually. This department also provides extensive services for preparing and recording documents at the county and state levels for consumer and commercial lenders.



Joe's managerial experience spans more than 25 years. Before joining Credit Lenders, Joe was employed 12 years with John Wanamaker's at their Center City Philadelphia Operations Center, where he served in various managerial positions.

His professional affiliations include the National Public Record Research Association in which he is an Associate Member and the State of New Jersey Notary Public Commission.

Joe enjoys spending time at his shore house, walking on the beach and bicycling each morning on the boardwalk. He also enjoys movies, television, and leisurely walks with his American Eskimo dog Snowball. He was born in Philadelphia, where he still resides with his wife Lillian and son Adam.

Remember: Credit Related Support Issues will be handled directly through Factual Data's Technical Support Team at 1-800-673-5525, e-mail address is ts@factualdata.com.

(Continued from front page, inset, "Relationships After the Sale")

In addition, gifts packed with personal financial management tips, like monthly client-only newsletters, will help to maintain a friendly rapport while keeping channels open for communication.

In order to identify clients in the market who are looking to buy a new home, top companies will target a select market area, and mail monthly postcards to each resident-hopefully, this should grab the attention of those who are making plans to purchase a home for the first time. Another proven strategy has been to cross-market with partners in compatible industries-communicating regularly with real estate agents, accountants and financial planners will keep your company on the front burner when a client is ready to take out or refinance a mortgage.

MOVING FROM FIRST SALE TO LONG-TERM RELATIONSHIP

Once you have closed a sale, it is critical to maintain a relationship with the client, positioning yourself as their lender of choice for any future mortgage-related business

they may have. Not only will this supply you with a loyal clientele, but it will also provide a referral base of family and friends. Some companies provide fresh and effective marketing approaches to maintain communication, by sending personalized magazine subscriptions to past clients as a thank you to anyone who has sent a referral. Strategically-placed, customized messages will enable lenders to stay fresh in their clients' minds.

REPEAT BUSINESS

As a mortgage lender, your greatest aspiration is to have a strong client base filled with repeat customers who actively refer you to their relatives and acquaintances. In order to accomplish this, you must maintain contact with them throughout the year, continually finding new ways to reach out without beating them over the head. You need to be more than "just the mortgage guy," by demonstrating that you are genuinely concerned about getting the best deal possible.

COMPLIANCE IS KEY IN INTERNET BANKING

(EXCERPTS)
by Greg Bell,
Examiner

Regardless of the size or complexity of an institution's Internet presence, all electronic banking facilities must be mindful of compliance issues, ensuring that consumer protections are addressed just as they would be in a traditional service-delivery environment. Consumer laws and regulations apply equally to electronic banking, and they come into play in Web advertisements, lending information, deposit information, and stored-value products.

Advertisements
Because electronic banking sites are considered advertisements for the bank, all Web sites must comply with the advertising provisions of the Fair Housing, Truth in Savings, Truth in Lending, Consumer Leasing, and Equal Credit Opportunity acts.

As competition in the banking environment becomes more fierce, institutions will likely turn to the Internet as a relatively low-cost way to reach customers and to provide enhanced customer service. As banks use electronic communication, their electronic distribution methods must be integrated into their compliance-management system. By considering the issues presented here and by consulting the applicable regulations, financial institutions can take the first steps toward ensuring that their compliance controls are sufficient and effective with respect to electronic banking systems.

For questions regarding compliance issues, you can email our Compliance Officer at eileenl@creditlenders.com. You can also view the entire Fair Credit Reporting Act by visiting www.ftc.gov. For a guide for complying with Regulations B and C with relationship to Mortgage Loan Prequalifications, please visit www.FDIC.gov.

Time Traps:
Coping With the Click in an "I Want It Now" Business
(Excerpts)
By Dr. Kerry Johnson
The Pennsylvania Mortgage Press
January 2003

A MESSY DESK REFLECTS A MESSY MIND
Have you ever thought that you might find Jimmy Hoffa's body should you ever attempt to clean off your desk? If so, then your disorganization may be causing you to waste time looking for items you need immediately. Psychological research has shown that people strive to be organized, no matter how bad the mess. Though a mess can be somewhat organized, it still requires valuable time to look for things that should be readily available. To reduce this problem, only handle phone messages once. After you have read an e-mail, file, forward or discard it immediately. If you need to retain any paperwork, then jot a note, stick it to the sheet and file it. This way, you won't have to read the entire paper again.

STOP SITTING AT YOUR SIT-DOWNS
Have you ever noticed how much time is wasted at meetings you didn't want to attend in the first place? Start holding them while standing up. Meetings tend to stay on target and end more quickly when you don't let people relax to the point that they digress to other topics. Your meetings will finish 50 percent more quickly if you keep those involved on their literal toes.

Another good idea is to schedule appointments at odd times. If you set a meeting for 10:00 a.m., most people expect it to last until 11:00 a.m. unless otherwise stated. However, scheduling an appointment for 10:20 a.m. gives the impression that you are very busy; hence, attendees will expect a shorter meeting. Also, be sure to arrive early and plan your ideas beforehand. If your mind isn't prepared, then you will waste valuable time that could have been used for more important things.