

## MEDIA ALERT

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## White Paper Now Available on How the Mortgage Industry Can Achieve Profitability

**WHAT:** A white paper titled, “Rebuilding the Mortgage Industry – the Path Back to Profitability” details how originators and investment banks can cost-effectively improve the quality of their portfolios. The changes recommended include using fraud and risk management technology, building the right organizational structures, revising the appropriate policies and processes, monitoring brokers and appraisers systematically and sharing data across the industry to catch more fraud and better identify early payment default risk.

**WHY:** There is a real profitability squeeze on originators and investment banking firms, and many lenders are not surviving. Fewer originators exist. Some lenders are now owned by investment banking or private equity firms. Many loan programs have been eliminated, and many changes have been made in underwriting policy. There are discussions of new regulations, “back to basics” underwriting and more resources for investigating and prosecuting mortgage fraud. While there is merit in many of these tactics, BasePoint engenders a more effective approach founded in using fraud and risk management technology to its full advantage.

**WHO:** BasePoint Analytics is a recognized leader in fraud analytics technology used to identify and prevent fraud for the nation’s leading originators, investment banks and due diligence firms. During 2007 alone, BasePoint helped originators, investment banks, private equity firms, and due diligence companies identify over \$2 billion in confirmed fraud and suspicious loans and applications that were prevented from funding or purchase.

Company chief executive officer, Tim Grace, and chief fraud strategist, Frank McKenna, are considered experts in fraud and are available to comment on mortgage fraud and early payment default trends.

**WHERE:** The paper titled, “Rebuilding the Mortgage Industry – the Path Back to Profitability” is available at <http://www.basepointanalytics.com/mortgagewhitepapers.html> or by contacting 1-760-602-4971.

### About BasePoint

BasePoint Analytics is a leading provider of predictive analytic fraud and risk management solutions for global banks and the mortgage industry. Using proprietary pattern-recognition technology, BasePoint quickly identifies potentially

fraudulent or high risk activity, minimizing losses while accelerating the processing of non-risky records. The company's fraud experts have deep, real-world domain expertise and have successfully solved fraud and risk challenges for many high profile lending institutions. BasePoint works with industry-leading customers in mortgage origination, investment banking and payment cards, including MasterCard Worldwide. BasePoint clients achieve dramatic improvements in fraud and loss detection performance using a predictive analytic approach rather than traditional methods. BasePoint is headquartered in Carlsbad, California, and has a strategic partnership with First American CoreLogic. For more information, visit [www.basepointanalytics.com](http://www.basepointanalytics.com) or call 1-760-602-4971.

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