

Sun West Debuts its Apply Online feature with Reverse Mortgage Calculator

For Immediate Release

CERRITOS, Calif./EWorldWire/Apr 23, 2008 --- Sun West Mortgage Company today announced the release of a new product that makes applying for a reverse mortgage easier than ever. The Apply Online feature, integrated with Sun West's Reverse Mortgage Calculator, offers today's Internet savvy senior a quick and convenient way to compare different reverse mortgage options and schedule a meeting with a loan officer from the comfort of their home.

The Reverse Mortgage Calculator generates simple, easy to read loan information with just a birth date, zip code, and an estimate of the subject property's value. After the calculator results are displayed, users can choose to apply for the loan online. The entire process takes only a few minutes, and provides a simple and informative solution to anyone interested in applying for a reverse mortgage.

Sun West Mortgage offers both its Reverse Mortgage Calculator and Apply Online on a privately labeled basis to all of its partners.

"Sun West customized the calculator's URL with our company's name, helping us build recognition and identity within key markets. The customized website enabled us to create our own web based Reverse Mortgage storefront virtually overnight," says Bert Gonzalez of City One Mortgage. "Apply Online has provided our Loan Officers with a new way to generate leads and follow up with prospective clients," he added.

Once a lead is captured, an email is sent to the manager/loan officer and is assigned a lead number in ReverseSoft, Sun West's proprietary reverse mortgage program. This ensures that loan origination can begin immediately.

Sun West's partners have full access to ReverseSoft, Apply Online and the Reverse Mortgage Calculator. 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 send in an email to sales@swmc.com or contact 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

ReverseSoft(R) 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. 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.

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