
Lenders One Challenges Members to Reach \$3 billion-Origination Goal in 30-Days
Mortgage cooperative sets bar to stimulate growth, restore faith in market

ST. LOUIS, April 21, 2008 – Despite unsettling news in the mortgage industry, Lenders One Mortgage Cooperative members have successfully maintained positive loan performance. To keep that positive focus, [Lenders One Mortgage Cooperative](#), a national alliance of mortgage bankers, recently challenged its member companies to originate \$3 billion dollars in loans during a 30-day period. Much of Lenders One success is due to the Lenders One business model, which leverages the combined strength of member companies to provide them with revenue-enhancing, cost-saving and marketshare-expanding opportunities.

Recent reports in the media indicate that unemployment and the mortgage meltdown are key factors stifling consumer confidence. Management at Lenders One believes that the \$3 billion loan origination challenge will help stimulate the economy. Although mortgage market volumes continue to decline, Lenders One is confident that making consumers aware of available loan products and refinancing options is key to increasing loan performance.

“This challenge was born out of a need to put faith back into the lending process and to show the industry as well as consumers that its not all gloom and doom in the mortgage arena,” said Scott Stern, CEO, Lenders One. “There are better products out there with lower interest rates and standard underwriting practices.”

Lenders One plans to accomplish its goal by originating a wide variety of loans including, conventional, FHA, VA, jumbo and specialty loans as well as purchase, refinance and new construction loans. Lenders One member companies will meet the challenge by originating loans in most, if not all 50 states. Lenders One will also encourage its members to use the tools available through its exclusive LOANMax selling system to meet the \$3 billion challenge

Lenders One has 110 mortgage banker members across the country. The power of the partnership improves the efficiency, productivity and profitability of each member. The cooperative's goal is to increase its total membership to 130 lenders this year

“Our products and services affords our members the ability to compete with the mortgage giants without changing the way they run their business,” Stern said. “Members gain access to a variety of valuable resources that help cut costs, decrease advertising expenses, educate staff and expand market share which ultimately attributes to increased productivity to close more loans.”

About Lenders One

Lenders One is a national alliance of mortgage bankers which was established in 2000 and is based in St. Louis, Mo. With more than 100 members originating \$40 billion in mortgage loans annually, the Lenders One alliance ranks as the ninth largest mortgage originator in the United States. Lenders One leverages its aggregate buying power and preferred-investor relationships to negotiate better lending terms, provide premium business services at reduced costs. Lenders One implemented for its members, LOANMax, a system that has three predominant features to help loan officers close more loans, satisfy continuing education requirements and market themselves more powerfully. For more information about membership, contact Tim Stern 866.728.5678 or visit www.lendersone.com

###