

HOME-ACCOUNT.COM UNVEILS A NEW APPROACH TO MORTGAGE CUSTOMER ACQUISITION AND SERVICING

New Online Consumer Service Helps Homeowners Qualify for the Best Mortgage

PALM DESERT, Calif. and SAN FRANCISCO – March 2, 2009 – At the DEMO 09 conference today, [Home-Account, Inc.](#) launched its intelligent web-based service to help America's 75 million homeowners take control of their largest asset. With the mission to help consumers, just like a *Consumer Reports* for mortgages, Home-Account brings over 16 years of experience in helping consumers improve their financial situations to get the best mortgages. Home-Account's service helps consumers by grading and analyzing the homeowner and his/her current mortgage, presenting scenarios to improve their financial situation, and, from its extensive database, pinpointing the best, realistic mortgage options that each consumer is qualified for – the consumer then chooses what's best for them.

For lenders, Home-Account's service has a unique twist. Consumers cover the cost of the service. There is no lead-generation, no commission, and no expense for the lender to participate. The lender is introduced to the pre-qualified current or prospective homeowner and given 48 hours to make contact. The customer then goes through the bank's normal origination process.

“We think the timing is ripe for a service like Home-Account. The mortgage rates are historically low, while many people are not eligible for them due to higher lending standards and lower consumer credit quality. At the same time, banks are cutting out mortgage brokers due to a higher default rate. The current environment makes a consumer self-service solution much more attractive,” said Young Pham, Home-Account's EVP of Product and Marketing, previously a first vice president at JPMorgan Chase (formerly WaMu) responsible for wamu.com. “The industry is demanding a dynamic tool like this to empower customers to take control of their mortgage.”

A New Approach to Mortgage Customer Acquisition and Servicing

- **No cost to lender** – Home-Account provides lenders access to qualified customers without any cost.
- **One lead per lender** – Home-Account is not a lead seller, the customer selects a single lender so it's a single quality lead to that lender exclusively.

- **No bait-and-switch** – Home-Account’s service brings integrity to the mortgage process by enabling lenders to advertise only the lowest rates that each customer *truly* qualifies for, taking into account the lender’s risk-based pricing.
- **Quality lead** – The lender only gets the lead that meets their underwriting guideline, resulting in a higher conversion rate and lower acquisition cost than traditional channels.
- **Preventive Risk Management** – Home Account monitors customer’s financial situation and develops personalized, actionable plans to help them improve their financial situation, lowering the risk to lenders.

At launch, Home-Account offers two consumer products. The first product is the free *Mortgage-Evaluator* so that each homeowner can get an unbiased analysis of their current situation. The second product is the *Home-Account Membership*. For \$ 9.95 per month Home-Account helps consumers improve their financial situation. Through this process, the service will also help identify the best available mortgage for their financial fitness level.

Home-Account is bringing to the mortgage market six unique promises that make the company a new and dynamic consumer advocate. Please go to promise.home-account.com for more details. Additionally, Home-Account is launching a weekly market update to regularly share the company’s unique point of view on the evolving marketplace. Please visit pulse.home-account.com for updates.

About Home-Account

Home-Account is an intelligent web-based service helping America's 75 million homeowners take control of their largest asset. The service grades and analyzes homeowners and their mortgages, presents scenarios to improve their financial situation and then pinpoints the best realistic mortgage options in the market. Home-Account is based in San Francisco and has an office in Charlotte, NC. The company is backed by Charles River Ventures and several prominent Silicon Valley angel investors. For more information please visit: www.home-account.com or contact Jack Pritchard, Director of Business Development: 707-516-5370.

About Demo

The annual DEMO conferences focus on emerging technologies and new products, which are hand-selected from across the spectrum of the technology marketplace. The DEMO conferences served as launch pad events for companies such as Palm, E*Trade, Handspring and U.S. Robotics, helping them secure venture funding, establish critical business relationships and influence early adopters. Each DEMO

conference features approximately 70 new companies, products and technologies. For more information on the DEMO conferences, visit www.demo.com

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