

PowerLender® Loan Origination & Processing System



What is PowerLender?

PowerLender® is the uniquely universal 'Future-Proof' loan origination and processing system that's designed to flex with the times! PowerLender keeps your lending options open and unrestricted, and goes beyond mere automation by enabling you to grow your loan business proactively for the long term. Below are just a few of the reasons why.

PowerLender is Easily Deployed

A top concern for lenders today is cost, both upfront and ongoing. We offer PowerLender as a hosted system as well as a traditionally deployed LOS. Hosted PowerLender provides all the functionality of PowerLender over the internet, hosted by us, all for a low monthly fee, and requires nothing more on your end than your PC and an Internet connection. So now you can have the best of both worlds: a fully-robust "desktop" application with the ease-of-deployment of a Web application. HPL is secure, fast and represents a tremendous advance in front-end mortgage technology.

PowerLender is Easily Customizable

We know that customization is vital to the effectiveness of your LOS. That's why we pioneered the use of flexible "business rules" LOS customization. PowerLender's business rules are easy to understand and help you customize every phase of your lending process.

With PowerLender, you can tailor your specific business rules and practices to streamline processes, create efficiencies and manage risk. And because custom programming and DBAs are NEVER required, PowerLender customization can be accomplished with minimal IT assistance – even by non-technical staff within your lending unit – greatly improving turnaround time for future upgrades.

Best of all, PowerLender's business rules can be modified as your processing requirements change. You never need to "re-customize" your LOS when ASC updates PowerLender software programs. As the 'Future-Proof LOS™', PowerLender moves lenders from reactive maintenance into proactive business growth, through years of expansion and change.

PowerLender is Comprehensive

PowerLender supports every processing phase for all loan products across every sales channel and allows you to automate your mortgage, home equity AND consumer lending operations. Using PowerLender as your total lending infrastructure streamlines cross-selling and bundling efforts, helps you identify additional revenue streams, and consolidates business intelligence for future marketing initiatives. And PowerLender greatly reduces your cost of ongoing support when implemented for multiple loan types, because there's only one lending system to master.

PowerLender is Platform-Neutral and Standards-Based

PowerLender's platform-neutral, standards-based technologies enable you to choose your operating systems, databases, content repositories and other system elements, and to upgrade any portion of your computing infrastructure as future trends dictate. You can even choose from among several fine open source operating systems, databases and other system options.

PowerLender is Backed by Experience

ASC has been helping lenders grow for more than 30 years by providing quality software and outstanding, 24/7 technical support. If you'd like to know more about PowerLender, please call 800-628-4687 or visit us online at www.powerlender.com.