



Lane Guide
1-800-LANE GUIDE
www.laneguide.com

Dear Real Estate Pro;

Thank you for your interest in the Lane Guide.

We have a national database of all lenders -- the largest database available. In this database, we have REO or ASSET MANAGER departments for all major national, state and regional lenders. Smaller lenders, who do not have enough REO inventory to justify a "department" will also be listed with a LOAN SERVICE CENTER (which is often referred to as the Note Dept.).

I don't know if this information will be of value to you? But, here are the ways real estate professionals are using our service right now:

1. BPO ORDERS/REO LISTINGS -- Many of these lenders maintain a database of lenders by city or zip code range, for service requests. Many report to us that once they get on an "approved" list, they start getting BPO orders. How they respond and complete the requests is often used as a gauge of their performance. From this list, brokers/agents may be selected by particular lenders for REO listings. Lane Guide gives you the lenders and the form letter template which merges with Word and has an email broadcast option that can email a version of your customizable intro letter along with a Word or PDF attachment of your resume/brochure/etc.

FAQ. *Don't many of the lenders use a national liquidation service to list the properties? Yes, some do, but not all. And we will note those in the program and tell you which companies they use -- several of which have websites for you to register as a broker/agent for listings through them as well. In those cases, we will have an address (URL) to their sites.*

(Also, here are REO business development ideas
<http://www.laneguide.com/articles/How-To-Get-REO-Listings.pdf>)

2. SHORT SALES/LOSS MITIGATION -- You are visiting with a homeowner who is looking to sell to get out of their mortgage, oftentimes on the brink of foreclosure. They will give you the name (or names) of their lenders, maybe with some payment address (usually a drop box) somewhere that just collects and deposits (or forwards) their checks -- when they used to send them. With Lane Guide, you type in the name of the lender and we will give you the service location, REO department and LOSS MITIGATION department info. If the lender has closed, merged or failed. We cross reference each of those step-by-step and show the current servicer of the accounts.

FAQ. *Can't we just Google the lender name? Sure. You will find all kinds of information on the bank, probably not what you need. Maybe, you'll find a long-lost college roommate who worked for them 10 years ago and has "First National Bank of" listed on his/her resume. But, if you want the actual database used by the title companies and major lenders themselves, you need the Lane Guide. We have been the leading source of this data since 1957.*



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3. LENDER PAYOFFS/ESCROW CHECKLIST -- Most likely your title agent, attorney or settlement escrow officers uses (or should be using) Lane Guide to order payoff statements. But, when you have your sellers list their loan information, double-check the addresses in the Lane Guide. You will be surprised how many times they will send payoff statement demand requests to the payment address or an old address on a title report. Then two days before closing, they are telling you they can't close because they don't have all the paperwork -- use Lane Guide ahead of time to make sure you are listing the correct lender and address.

4. FINDING AND DISTINGUISHING LENDERS AND TRUSTEES -- If you are using Notices of Default, Title Reports or Sale/Foreclosure Notices or even using online web sources to find these properties. They will often list the lender with an address or phone. But, experience will show you that many times the lender name is a FUND NAME, or a RECORDING NAME and the address is for the trustee. With Lane Guide you can enter the lender name directly and find the REO department directly.

Again, thank you for your interest in Lane Guide. If you we can be of service, please visit our website. If not, please keep us in mind as your needs or focus changes we hope to be of service to you.

For more information, please visit our website at <http://www.laneguide.com>