



## **FOR IMMEDIATE RELEASE**

### **myRateTrack.com Distributes Customer-Specific Refinance Reports for Mortgage Professionals**

*System Also Notifies Consumers and Loan Officers When Desired Rates and Programs are Available*

ATLANTA, GA – APRIL 17, 2008 – myRateTrack.com has launched a unique web-based system that periodically sends consumer-specific refinance reports with available interest rates and specific closing costs to clients of participating mortgage professionals. The system also includes an easy-to-use target refinance system. When a client of the loan officer enters a target rate and program into the system, he and his loan officer will be immediately notified when that rate and program become available.

“A huge percentage of a loan officer’s business is from repeat business,” says myRateTrack.com founder and mortgage professional Jeffrey Pinkerton. “This system allows loan officers to offer timely and meaningful information to clients on a regular basis. When it’s time for them to refinance, they’ll get an e-mail letting them know.”

A consumer who uses the myRateTrack.com service, courtesy of his mortgage professional, has access to the site and service free of charge. The application’s periodic RateTrack reports and each clients’ personal access account, which allows a consumer to set a target refinance rate, access an instant report, and update personal information, are branded with the referring loan officer’s contact information, so the consumers will remember who to call when they are ready.

Many mortgage shoppers lost out in January, when mortgage rates dipped to their lowest level in years, only to jump up as much as 0.5% by the end of the day. The market moved so quickly, many consumers missed out on the opportunity. “Not with myRateTrack.com,” says Jeffrey. “The next time there’s a golden opportunity, myRateTrack.com subscribers and their clients will know about it.”

#### About myRateTrack.com

myRateTrack.com is a web-application system for mortgage professionals that offers automated marketing to past clients through customer-specific refinance reports and a target refinance rate notification system. Detailed and customized RateTrack reports, along with the expert advice of a mortgage professional, is the best way for consumers to manage their refinance options. Consumers who use the myRateTrack.com service, courtesy of their mortgage professional, have access to the site and service free of charge.

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*Below is a screen-shot from inside the myRateTrack.com system – sample consumer, Greg Burns -- client of fictional Mortgage Consultant "Ted Futures" of XYZ Mortgage Company, inside his myRateTrack.com account*

The screenshot shows the myRateTrack.com user interface. At the top, there is a navigation bar with links for Home, myRateTrack, my Mortgage Info, my Account Information, and Logout. The main content area is divided into two columns. On the left, there is a profile for Ted Futures, including a photo, name, title (XYZ Mortgage), address (1138 Thetan Drive, Funtown, DE 65123), office phone (404-123-4567), toll-free number (888-123-4567), email (ted@futures.com), and website (http://www.xyzmortgage.com). On the right, there is a welcome message for Greg Burns, followed by three sections: myRateTrack, my Mortgage Info, and my Account Information, each with a list of actions.

**myRateTrack.com** XYZ Mortgage  
XYZ Mortgage is the best.  
Visit us online at <http://www.xyzmortgage.com>

Home myRateTrack my Mortgage Info my Account Information Logout

**Ted Futures**  
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1138 Thetan Drive  
Funtown, DE 65123  
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Toll Free: 888-123-4567  
ted@futures.com  
<http://www.xyzmortgage.com>

**Welcome, Greg Burns**

Welcome to your myRateTrack.com account. I offer this great service to my clients in a continued commitment to help you manage your mortgage well. As you have questions about your RateTrack report and your refinace options, please give me a call or send me and email. I look forward to hearing from you soon!

**myRateTrack**

- View your most recent custom refinance report
- View past reports
- Change your Target Refinance Rate and/or Program
- Modify the frequency of your emailed reports

**my Mortgage Info**

- Confirm your current loan information in the system
- Update or correct information about your mortgage

**my Account Information**

- Update your account information with myRateTrack.com
- Change your password