



May 28, 2014

## FOR IMMEDIATE RELEASE

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## Vantage Production Teams with Equifax to Provide Real-time Credit Information on Prospective Borrowers

*Vantage Integrated Production's advanced CRM automation combines with Equifax's tri-merge credit data to create true point of sale capabilities for lenders.*

**Holmdel, New Jersey, May 28, 2014** – Vantage Production, LLC, a leading innovator in customer relationship management (CRM), marketing, sales and content solutions, announced it will integrate Equifax's consumer tri-merge credit data into its Vantage Integrated Production<sup>SM</sup> (VIP) platform. VIP is an all-in-one marketing, sales and CRM solution that delivers unique enterprise-class capabilities to lenders desiring compliant, automated marketing and CRM for vastly improved loan origination results.

The integration of Equifax's Credit\*Hi-Lite<sup>TM</sup> with VIP enables mortgage loan originators (MLOs) to optimize their sales workflow, provide borrowers with immediate eligibility decisions, and present loan options in an easy-to-understand manner. Leveraging Credit\*Hi-Lite<sup>TM</sup> in tandem with VIP's easily created and compliant sales presentations, MLOs can help borrowers make the best decisions for their personal financial needs. Instant access to credit information allows lenders to approve applicants faster, reduce the risk of application fraud, decrease time-consuming manual verifications, and deliver a better experience for consumers.

"We are very pleased to enter into a relationship with Equifax for several reasons," said Paul Zoukis, CEO of Vantage Production. "Equifax is among the premier information solution providers in financial services, and passing their stringent Security Risk Assessment process further validates the safety and integrity of our services. Most importantly, Credit\*Hi-Lite<sup>TM</sup> allows our VIP platform clients to substantially improve their efficiency and profitability."

"Teaming up with Vantage Production will give the lenders we work with an even deeper, more insightful view into a consumer's financial situation," said Craig Crabtree, SVP of Mortgage Services, Equifax. "By leveraging their platform and our robust credit information, we can empower lenders to confidently offer borrowers the terms that best suit their needs for a mortgage."

### About Vantage Production

Vantage Production, LLC offers advanced CRM systems, compliant automated marketing and sales solutions, compelling content for the mortgage industry, and professional development programs. With solutions tailored to the requirements of both enterprise lenders and loan officers, Vantage Production provides production support for more than 400 leading lenders and tens of thousands of individual subscribers. For more information, please visit [VantageProduction.com](http://VantageProduction.com)



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### **About Equifax**

Equifax (NYSE:EFX) is a global leader in consumer, commercial and workforce information solutions that provide businesses of all sizes and consumers with insight and information they can trust. Equifax organizes and assimilates data on more than 600 million consumers and 81 million businesses worldwide. The company's significant investments in differentiated data, its expertise in advanced analytics to explore and develop new multi-source data solutions, and its leading-edge proprietary technology, enable it to create and deliver unparalleled customized insights that enrich both the performance of businesses and the lives of consumers.

Headquartered in Atlanta, Equifax operates or has investments in 19 countries, and is a member of Standard & Poor's (S&P) 500® Index. Its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. In 2013, Equifax was named a Bloomberg BusinessWeek Top 50 company, was #3 in Fortune's Most Admired list in its category, and was named to InfoWeek 500, as well as the FinTech 100. For more information, please visit [equifaxworkforce.com](http://equifaxworkforce.com) or [equifax.com](http://equifax.com).

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