

FOR IMMEDIATE RELEASE**Media Contact:**

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Mortgage Success Source Partners with KendallTodd, Inc. to Offer MSS Borrow SMART Analysis

Mortgage Success Source (MSS), the lending industry's leading provider of client acquisition and retention solutions for Mortgage Loan Originators, has partnered with KendallTodd, Inc. to offer Mortgage Loan Originators with a complete solution to meet the Safe Harbor Disclosure rules.

Holmdel, NJ (April 25, 2011) — Mortgage Success Source (MSS), the lending industry's leading provider of client acquisition and retention solutions for Mortgage Loan Originators, has teamed up with KendallTodd, Inc., to provide Mortgage Loan Originators with MSS Borrow SMART Analysis, a complete web-based solution that 100% satisfies the requirements under the Safe Harbor Disclosure rules.

"To comply with the disclosure rules, mortgage professionals are required to present each potential customer with scenarios that show the lowest rate, lowest points, and the lowest risk," said David Fournier, CEO of Mortgage Success Source. "MSS Borrow SMART Analysis delivers the most powerful, professional and visually appealing presentations MLOs need to match any client's borrowing or repayment scenario. And keep an accurate record for their files."

Loan professionals also use MSS Borrow SMART Analysis to drive consumers to take action by providing answers to the three critical questions every client has:

- Do I have the cash?
- Do I have the cash flow?
- What will be the impact to my wealth over time?

The new MSS Borrow SMART Analysis is a fast, easy and accurate liability management tool for interactive client analysis and presentations. It provides ongoing client management, and business development, a video based training program, specialized content, and much more.

ABOUT KENDALLTODD, INC.

KendallTodd, Inc. is the leading provider of strategy, content, training and tools to consumers, lenders, advisors and institutions seeking to better manage cash and liabilities. For more information on MSS Learning, visit www.kendalltodd.com.

ABOUT MORTGAGE SUCCESS SOURCE

Mortgage Success Source helps mortgage loan originators attract, sell and retain valuable and profitable relationships with clients and referral partners. MSS provides the lending industry's highest quality business knowledge with real-time market information, industry best practices and profitable marketing solutions under the Mortgage Market Guide, LoanToolbox and PlatinumPro Marketing brands to thousands of mortgage loan originators at mortgage broker companies, mortgage banks and more than 4,000 depository banks.

For more information on MSS solutions, including the MSS Learning Center, please visit www.MortgageSuccessSource.com.

CONTACT INFORMATION

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