



Sales & Support: (800) 848-4904 | Fax: (651) 686-0906  
2975 Lone Oak Drive, Suite 140, Eagan, MN 55121



Sales : 800.411.5541 | [sales@novationnow.com](mailto:sales@novationnow.com) | [novationnow.com](http://novationnow.com)  
5555 DTC Parkway, Building B, Suite 2500, Greenwood Village, CO 80111

**For more information contact:**  
**Krista Sabol, AllRegs**  
**(651) 289-4809**

**Will Atencio, Motivity Solutions**  
**(800) 411-5541**

## **AllRegs and Motivity Collaborate to Bring Sophisticated Business Intelligence Tools to the Mortgage Marketplace**

**Eagan, Minn.** (Jan. 28, 2010). – AllRegs, the leading information provider for the mortgage industry, and Denver-based Motivity Solutions, Inc., creators of the Movation Business Management Platform, today announced a collaboration to bring sophisticated business intelligence tools to the mortgage marketplace. Specifically, the companies are implementing intelligence around mortgage lender product and guideline information.

“Partnering with an industry leading content provider to create products that are innovative and relevant is exciting for Motivity Solutions,” said Gabe Minton, chief strategy officer for Motivity Solutions. “The ability to combine our award-winning business intelligence tools with the industry’s pre-eminent content library will create tremendous value for mortgage companies and continues to drive our mission to take the industry to the next level,” continued Minton.

“We are very excited to develop solutions with a company as innovative as Motivity,” said Dan Thoms, senior vice president for AllRegs. “Motivity’s platform, Movation, is a perfect match for AllRegs’ underwriting guideline content, and we expect to merge the two together in the near future.”

The AllRegs Information Service known as AllRegs Online, is used by virtually all of the top 100 lenders and throughout numerous governmental agencies. The Eagan-based company provides mortgage professionals with subscription-based access to single and multifamily underwriting & insuring guidelines, federal compliance laws and regulations, state compliance laws and regulations with plain-language analyses, contract publishing services and training resources through AllRegs Academy. In addition, AllRegs offers its LoanLibrary™ solution, an eligibility search engine and loan product information management service, featuring over 2,000 unique products representing over 73 correspondent and wholesale investors.

Movation, launched in March 2009 to widespread industry acclaim, is a Business Management Platform that focuses on the whole of a mortgage-based operation allowing adopters to maximize efficiencies and opportunities throughout their organization. By applying Movation to their existing technology, companies will experience real-time access to their combined data in the form of key performance indicators, scorecards, dashboards and on-demand reporting. Movation also fills the gaps in existing technology with its leading edge imaging, business rules, activity queues, and enterprise relationship management. As an

example, Movation's FHA SafeGuard solution helps FHA lenders automate their interaction with HUD providing an immediate return on investment of up to \$30 per loan.

Both AllRegs and Motivity were recipients of 2009 *Mortgage Technology Magazine* Awards. For more information about AllRegs, including LoanLibrary, agency guidelines or industry training solutions, visit [www.allregs.com](http://www.allregs.com) or call (800) 848-4904. To learn more about Motivity and its Movation Business Management Platform, visit [www.movationnow.com](http://www.movationnow.com) or call (800) 411-5541.

###

**About AllRegs:** First introduced in 1989, AllRegs is used by virtually all of the top 100 lenders as well as throughout numerous governmental agencies, including Fannie Mae, Freddie Mac, the FHLBs, FHA, VA, RHS, Ginnie Mae, and more. AllRegs is a Mortgage Technology Magazine Top 50 Service Provider for 2008 and 2009, winner of the 2009 Mortgage Technology Synergy Award with partner Mortech, and the exclusive electronic publisher of the Fannie Mae and Freddie Mac Single and Multi-Family Seller/Service Guides, The Federal Home Loan Banks' MPF Program Guidelines, and CalPERS' Member Home Loan Program Guidelines. Products include single and multifamily underwriting & insuring guidelines as well as federal compliance laws and regulations, state compliance laws and regulations with plain-language analyses, contract publishing services and a library of historical guidelines. The educational division, AllRegs Academy, offers distance learning, classroom training and practical guides. For more information, call (800) 848-4904 or go to [www.allregs.com](http://www.allregs.com).

**About the Movation Business Management Platform:** Developed by industry recognized Motivity Solutions and renowned as *Mortgage Technology* magazine's 2009 Release of the Year, Movation is the only Business Management Platform that focuses on optimizing an entire mortgage-based operation. Movation brings together the data in a company's existing systems and provides leading edge, mortgage-centric business intelligence and reporting functionality in an easy to use, business-user configurable, web-based interface. Movation also fills the gaps in many of today's enterprise-wide systems by plugging into these systems and providing state of the art imaging, business rules, visual workflow / activity queues, and enterprise relationship management. Without replacing existing systems, the Movation Business Management Platform provides the metrics, analytical tools, and technology necessary for mortgage industry stakeholders to optimize their business and transition to the new era of lending. For more information on the Movation Business Management Platform call 800.411.5541, visit [www.movationnow.com](http://www.movationnow.com), or email [sales@novationnow.com](mailto:sales@novationnow.com).