

LOAN VISION

Efficient Mortgage Accounting

PRESS RELEASE

For immediate release

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Alliance Home Loans Becomes 50th Loan Vision User

Company's fantastic growth milestone position goes to leading national lender

GREENSBURG, PA--January 9, 2017--Bestborn Business Solutions, the mortgage industry's fastest growing provider of accounting and financial management solutions, announced today that the company has begun implementing its 50th lending client. Alliance Home Loans, based in Phoenix, residential mortgage lender with traditional branch models and a consumer direct division who lends Government, Conventional, Jumbo, Construction, Manufactured and Reverse mortgages, is the 50th industry firm to sign up for the company's Loan Vision accounting software for mortgage banks.

"This is a major milestone for us and we could not be more pleased to have Alliance Home Loans as the customer that pushes us past that mark," said Martin Kerr, President of Bestborn Business Solutions. "Alliance is well known in the industry and its executives are respected industry leaders. To have a firm like this put their faith in our team and our product fills us with pride. We look forward to playing a role in the company's future success.

"Our strategic focus is to embrace technology to create more efficiencies and less labor intensity for our staff," said Alliance Home Loans President Jamie Korus. "We are striving to excel as a company that provides the best resources for its employees that allow for ease and accuracy in use and promote competences that allow for enhanced Executive decision making to advance Alliance Home Loans as a whole."

Alliance is only now moving into the implementation stage, so the company could not speak to the changes they will see when the new software is put into production, but Korus did speak to why she led her company in the direction of Loan Vision.

“We specifically chose Loan Vision over its competitors because the platform that Loan Vision was created on is state of the art and not just aesthetically enhanced by layering functionality onto an archaic platform,” Korus said. “We are both honored and excited to be a landmark customer of Loan Vision.”

“Loan Vision is now in use by lenders of all sizes located all across the country,” said Carl Wooloff, Business Development Manager for Bestborn. “Alliance will always be special to us, not just because the company’s decision pushed us past the tipping point, but also because the firm is led by executives known and trusted throughout the industry. It has been a pleasure working the Alliance team. We look forward to a long and successful relationship.”

About Alliance Home Loans

Alliance Home Loans was founded in 2004 as Alliance Financial Resources, with six employees and with the intent to create a more personal experience for the home loan process. More than ten years later, we are one of the fastest-growing mortgage bankers in the Southwest. As of 2017, we have more than 200 employees, 60 loan originators licensed in 30 states, and we fund more than 4,000 loans annually. From mortgage loan originators to processors to closers, our team members are dedicated to delivering an extraordinary experience. The Alliance Home Loans mission is to lead the industry with ethics and integrity and create relationships while improving lives.

About Bestborn Business Solutions, Inc.

Founded in 2006, Greensburg, PA-based Bestborn Business Solutions are the creators of Loan Vision, a mortgage industry specific financial management & accounting software. Combining the functionality of Microsoft Dynamics NAV and Bestborn’s industry toolset and expertise, Loan Vision has quickly established itself as a platform trusted by some of the largest as well as the fastest growing mortgage lenders in the country. Functionality includes the ability to interface with Loan Origination Software, loan level accounting, commission calculations, as well as a branch reporting portal. For more information about Loan Vision, visit www.loan-vision.com.

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