



BoRE launches first national bank-branded homes-for-sale website.

Collaboration with top real estate brokerages opens new source for buyers and borrowers.

Lexington, MA. – October 18, 2007. BoRE, Inc. today announced the launch of Bank on Real Estate with its first customer, E-LOAN. Bank on Real Estate is an enterprise solution for purchase loan customer acquisition by mortgage banks. Lenders start by attracting borrowers with Bank on Real Estate's national homes-for-sale website. This is the first MLS compliant IDX listing architecture that can be co-branded by lenders. After using the site, Bank on Real Estate incubates consumers during their home search, calls out to test their readiness to buy and borrow, and then delivers the prospects to top lenders and real estate brokers. The real estate brokers have pledged not to poach the lender's referrals.

"Why is it that real estate agents control over 70% of mortgage referrals while two-thirds of homebuyers are already a customer in a bank's loan portfolio? And why do 97% of borrowers switch to a competing lender to finance their next house?" asked Steve Kropper, President of BoRE, Inc. "Consumers may need a loan, but they want a home, so they start their quest by looking at home listings. Bank on Real Estate leverages listings for the benefit of both lenders AND real estate brokers. Today, the real estate and mortgage sectors cooperate haphazardly and then only at the local level. We solve the problem at the corporate level."

"Providing consumers with valuable information to help them make the best home purchase decision possible is what E-LOAN is all about." said Mark Lefanowicz, president of E-LOAN. *"We are thrilled to be able to further empower consumers by arming them with direct access to Bank on Real Estate's home listings and powerful search tools."* To find & finance your dream home visit E-LOAN's Bank on Real Estate site eloan.bankonrealestate.net

Real estate marketing costs are so high (\$1,800/loan \$4,000/house) that they typically exceed one year's home appreciation. Bank on Real Estate replaces the expensive, haphazard, face-to-face local networking that dominates the industry today. Bank on Real Estate is an enterprise solution that cuts acquisition costs by half for lenders, and by 1/3 for real estate brokers. Bank on Real Estate is not changing how homes are sold or loans are made. It is simply a new tool to find and retain customers.

Bank on Real Estate – Enterprise Solution Checklist

- ✓ First bank co-branded national listings web site. No leakage points.
- ✓ Shows *every* MLS IDX listing. Fully compliant. Not a scraped or partial solution.
- ✓ Purchase loan (not REFI) focused with a 30 BP acquisition cost
- ✓ The only secure and encrypted homes-for-sale listing web site.
- ✓ Drip incubation email campaign using new listing alerts.
- ✓ Call center filters, then warm transfers for only the high conversion leads.
- ✓ 'No poach' agreements with top regional real estate brokers.

Lenders looking for BoRE's purchase loan acquisition tools should visit bankonrealestate.com

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