



## E-Loan First to Use Home Listing Site

*By Scott Kersnar, Editor, Mortgage Technology Magazine October 23, 2007*

Bank on Real Estate (BoRE, Inc.), Lexington, Mass., has announced that E-LOAN has become the first lender customer using a co-branded website that attracts purchase borrowers by offering easy MapQuest access to homes for sale in selected major markets across the country.

The BoRE announcement calls this "the first MLS-compliant IDX listing architecture that can be co-branded by lenders."

BoRE said that after visitors use the site, BoRE accepts their volunteered information, incubates their home search, calls out to test their readiness to buy and borrow, and then delivers the prospects to participating lenders and real estate brokers who have pledged not to poach the lender's referrals.

Widely considered a refinance specialist since it first launched, online pioneer E-LOAN is using the BoRE site to expand its purchase loan business.

The co-branded website can be found online at <http://eloan.bankonrealestate.net>

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