

# INNOVATIONS 2010

## The Tools to Win

# Get Recognized Today

In the last issue of this publication PROGRESS in Lending Association told you about our Innovations program. Now we want to give you more details about how you can put in a successful application and get recognized. As a recap, for those individuals, companies or groups that have come together to do something truly game changing for the mortgage space in 2010, we urge you to put in a FREE online application at [www.progressinlending.com/innovations](http://www.progressinlending.com/innovations). All applications are due by January 14, 2011.

As we said, we have five criteria that we're looking for. All applications will be scored on a weighted scale by each of our six judges. We will be looking for:

The innovation's overall industry significance. We want to know how your innovation changed the mortgage space for the better. We don't want to recognize just a product update, but rather a technology advance. Think about how what you did made a difference overall. (You can get a maximum of 10 points from each of the six judges.)

The originality of the innovation. We want to know why you're unique. What makes your innovation special? What makes what you did stand out? (You can get a maximum of 8 points from each of the six judges.)

The positive change the innovation made possible. Who is using your technology? We want to know that what you did in 2010 is gaining traction and the end users are seeing the benefits. Also, think about how you changed the mortgage process for the better. (You can get a maximum of 6 points from each of the six judges.)

The intangible efficiencies gained as a result of the innovation. How much time did you save as a result of the innovation? Did you maybe ensure compliance? Did you improve the process for the borrower? There are a lot of intangibles that can be achieved from good technology. (You can get a maximum of 4 points from each of the six judges.)

The hard cost and time savings that the innovation enables industry participants to achieve. Simply put, what's the dollar amount return on investment? (You can get a maximum of 2 points from each of the six judges.)

All six members of our Executive Team will act as judges. Remember, the deadline is just two weeks away.

So don't delay. **APPLY NOW!**

