

SOURCE: Financial Crossing



Apr 08, 2008 08:00 ET

## **NYLX and Financial Crossing Announce Partnership Integrating Vast Lending Data and Robust Sales Analytics**

### **Turnkey Access Creates a Powerful Point of Sale Solution for Financial Professionals**

PALO ALTO, CA and MT. ARLINGTON, NJ--(Marketwire - April 8, 2008) - Financial Crossing, Inc., the leader in liability management solutions, and NYLX, the nation's largest real-time database of mortgage lending guidelines and rates, announced today a partnership to integrate NYLX's vast lending data with Financial Crossing's sales analytics. The partnership creates a powerful turnkey solution to analyze thousands of lending options from leading financial institutions and offer deal structures that are optimum for the client borrowers at the point of sale.

"We are very proud to join forces with Financial Crossing in this state-of-the-art business venture," commented John Alexander, President of NYLX. "Our strong partnership will afford us the opportunity to provide lending professionals with the tools they need to meet their customers' specific lending needs."

Through the integration of the patent-pending platform, Financial Crossing Liability Manager(SM) with NYLX's best-in-class data automation of lending guidelines and rates from the nation's leading mortgage institutions, financial professionals will be able to provide their clients with sound mortgage and liability portfolio advice based on real-time data from an assortment of lenders, clearly comparing the risks and benefits of any proposed new debt portfolio. The solution enables better transparency about what is available in the lending market and what options are most suitable for the client based upon their financial priorities, risk profile, and planning horizon.

"The partnership with NYLX gives our clients plug and play access to thousands of products and rates from the country's most competitive lenders," said Adrian Nazari, CEO and President of Financial Crossing. "It provides a means to select from the most competitive products in real time as we analyze and recommend potential new debt portfolios. That can only result in higher customer satisfaction and improved financial outcomes for borrowers."

About Financial Crossing, Inc.

Financial Crossing is the leading provider of liability management solutions that enable leading financial institutions to provide their clients with objective, actionable advice to optimize liabilities such as mortgages, home equity loans, car loans and credit cards. Financial Crossing's unique software platform and services allow customers to manage the liability side of a client's balance sheet with the same rigor, objectivity and insight demanded by world-class asset managers. The Financial Crossing Liability Manager(SM) platform incorporates best-in-class scientific analysis, planning, online transactions and ongoing liability monitoring capabilities, all based on real-time data and patent-pending technology. For more information, please visit [www.financialcrossing.com](http://www.financialcrossing.com).

About NYLX

NYLX is the mortgage industry's leading provider of product eligibility and best execution pricing solutions and loan product and pricing information. NYLX is also the leading supplier of real-time market data for the mortgage industry. NYLX products, utilized by many of the mortgage industry's top brokers, lenders and investors, ensure mortgage professionals have the most advanced tools and accurate information available to address their data, eligibility and pricing needs while maximizing profitability on every loan. LoanDecisions, the company's flagship product, offers the most powerful, flexible and feature-rich product eligibility and loan pricing system available, while BrokerToolz is an all-in-one product and pricing system designed specifically for brokers. NYLX's LoanBook is the industry's only real-time and automated 'mark-to-market' pricing system designed for secondary managers to optimize pricing on loans sold to the secondary market. NYLX also hosts the NYLX Exchange, the industry's only source of timely competitive market information resulting from the billions of dollars worth of originations which flow through the NYLX system each day. To learn more about NYLX, visit [www.NYLX.com](http://www.NYLX.com) or call 866-557-NYLX (6959).

#### Highlighted Links

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