



### The ONE SOURCE for all your credit reporting needs

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## CREDIT REPORT OR PULLING PROBLEMS

If you have a problem logging in or if there is a problem with a credit report--CALL US NOT EXPERIAN, TRANSUNION OR EQUIFAX!!

If the subscriber number you are pulling under, is assigned to us, Experian, TU or Equifax can not help you.

Please notify your employees to call us for any problems pulling or accessing credit reports.

All Passwords must be changed every 90 days. If not used, Log In Names are deleted after 180 days. Even if you do not need to pull a report, you should sign in each month, just to let the system know you are still active.

## SERVICEPlus CONSUMER CREDIT REPORTS

KCB Information Services has just made your job easier! Our ONE PLATFORM system makes training and pulling credit reports simple with ONE web page format for all your credit reports. For those who have not switched, our SERVICEPlus Consumer Credit Reports offer many standard features and the ability to pull one, two or three bureau credit reports and you are able to enter the correct Type/Purpose Codes! (remember, not entering the correct Purpose Code can hurt the applicants' credit scores.) When you enter the purpose codes in SERVICEPlus, you will be submitting the correct codes to Experian and Equifax. However, TransUnion, still, does not have purpose codes for Auto and many other types.

If you haven't switched to ServicePlus, now is the time to join the banks and CUs using ServicePlus. Please feel free to call any of our members using our expanded ONE PLATFORM consumer credit report system:

Bank of Farmington, Better Banks, Community Bank of Trenton, Erie State Bank, First Pekin Savings Bank, First Security Bank of Mackinaw, First State Bank of Forrest, Gale CU, GG Development, Glasford State Bank, Goodfield State Bank, Grand Ridge National Bank, Heights Bank, Henry State Bank, Herget National Bank, Heritage Bank, Hometown National Bank, Ipava State Bank, Joy State Bank, Laura State Bank, Mercer CU, Morton Comm. Bank, Princeville State Bank, Spring Valley City Bank, State Bank of Lincoln, State Bank of Toulon, State Bank of Whittington, Streator Home Building and Loan, Tompkins State Bank, Wenona State Bank, and Western Illinois University Credit Union.

There are over 70 LOSs with which our MCL mortgage and ServicePlus systems interface. ComplianceOne has given us their specifications, so we should have an interface with them by January or February. We also work with FiServ's Easy Lender. With FiServ and many other LOSs we do not charge a Technology fee.

Beginning 1-1-14, single and multiple bureau consumer and/or Mortgage credit reports can be pulled through the MCL Mortgage program or ServicePlus with the same log in! If the same users pull both consumer and mortgage reports, it makes it easier and you have fewer user names and passwords to remember. Account Review Credit Reports and Employment Credit Reports can also be pulled with our ServicePlus system.

## SKIP TRACING

We have several products to help you locate lost or past due accounts. We have added a new section to our "Credit Products" web page call Skip Tracing. This section describes and has examples of our skip tracing products. The prices are for Dues Paying Members.

In addition to credit reports from all three national bureaus, we offer three Collection Reports from Experian and several Soc. Sec. searches, from Experian, TU, Equifax, MetroNet and KCB Express Searches. Soc. Sec. Searches can provide current and previous addresses and the names of people using the social security number.

• **Authentications-Level One.** This service is usually used to verify the identity of an individual. However, it has a feature that provide the names and phone numbers of people living at the addresses listed on the request. (\$1.00)

• **MetroNet.** MetroNet is a suite of services to locate people and businesses.

*Surname Search* by: Zip, City, Metro/radius and by state. (25¢)

*Residential Address Search* (30¢)

*Best Address Search* (25¢)

*Neighbor Search* (50¢)

*Social Security Search* (35¢)

*Comprehensive Search* (\$1.00)

*Electronic Directory Ass't.* (25¢)

*2 Types of Phone Number Searches* (25¢)

There are also a variety of **Business Searches.**

• **KCB Express Credit Reports** has several different searches.

**Enhanced People Searches** includes Social Security number validation, the Death Master File verification, identification of high risk, vacant, commercial, mail drop and other types of addresses and a summary header of critical data such as Reported and Verified Matches. The **Enhanced People Search** checks millions of public records (\$1.00)

**Trace Plus Detail** provides phone numbers, possible relatives, neighbors, verified and previous address, properties owned. (\$4.50)

**MB Address Search** It's a simple, cost-effective way to get up-to-date information, so you can reach your accounts and debtors quickly. (\$2.00)

**Address Update** is an excellent alternative to a Social Search product in cases where the Social Security number is not available, but the consumer's name and address is known. (\$2.00)

**Super Phone Search** gives you every phone and cellular directory available with a 90% success rate on direct matches. (25¢)

**Reverse Address Search** results that include names, phone number, and any other available data associated with the address provided.

**Reverse Phone Search** Quickly conduct a reverse lookup find out who is behind a number with reserve phone searches that search multiple databases to return all matching individuals and businesses. Query a phone number and get results with a full name, address, and other available information, such as when phone was connected. (25¢)

**Verify Express** Verify Express takes an input name, address and phone number and compares it instantaneously to a database of over 200 million residential and business listings. Verify Express has over 60 million unique records not available in other phone and address lookup databases. (.40¢)

**ID Verify** To verify customer identity, the information provided by your customer will be compared to several data sources. **ID Verify** will also use these databases as a part of the ID verification and scoring algorithm. The Social Security Administration's Death Master File is checked, SSN Validation is performed, the consumer's address is validated, and the consumer is checked against the OFAC WatchList. This ID verification product also uses an easy to interpret score that ranges from 400 to 800. The closer the score is to 400, the more likely the risk of fraud. (\$2.00)

## CREDIT RADAR™

**Credit Radar™** is a new cover page to your mortgage credit report that at a glance makes it easier to use than ever before. You'll be able to instantly size-up your loan applicants and spot any critical issues-all without digging through the actual credit report.

**Credit Radar™** combines revolutionary credit intelligence and industry best practices into a simple, elegant page that is delivered automatically with every credit report.

Your mortgage credit reports can now include these amazing features:

### Mid-score forecast:

For the first time ever, you can see a forecast mid- score for each applicant in 30 days so you know if there will be problems at closing or if more options will be available soon.

### Mid-score risk

Tells you know if nominal increases in revolving balance will put the mid-score at risk of dropping.

### Key Indicators

Tells you if there is something that requires your attention or not.

### Fast & Automatic

Since it's a cover page, it gets delivered with your credit reports every time-no additional logins or clicks.



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#### CREDIT ASSURE™

Introducing the first service that automatically scans credit files for opportunities to raise credit scores based on accuracy or credit management updates. Intelligent, automatic and easy, **Credit Assure™** inspects every file so you don't have to. **Now You're the Expert**

**Credit Assure** alerts you to opportunities and how big they are, so you don't miss out. Running in the background, scanning all your files, and utilizing proven CreditXpert® optimization and simulation technology, **Credit Assure** automatically presents findings on every file. You don't need to know anything about credit scoring or spend time scouring credit reports—**Credit Assure** gives you the answers.

#### Credit Where Credit is Due

Underwriting decisions are based on credit scores, and credit scores are based on credit data—as the saying goes, "garbage in, garbage out." We all know that credit data, although the best information available, is not perfect. Yet lenders seldom scrutinize the accuracy of the information because it has been too time consuming and difficult. Not anymore. Now **Credit Assure** highlights instances where credit scores are artificially low due to inaccurate information. This helps you approve more applicants, make better offers and close more loans. Make sound decisions based on sound information.

#### Take the Best Steps

Could your applicant's score go up if they managed their credit better? **Credit Assure** will tell you if paying down debt, transferring balances, or opening new accounts can make a difference. Since every credit profile is different, the advanced technology of **Credit Assure** eliminates the guesswork of what to do.

**Credit Assure** is 30¢ per person. **Credit Radar** is \$1.50 per report. If you would like **Credit Assure** or **Credit Radar** added to your mortgage or **ServicePlus** reports, call or e-mail us.

#### THE POWER OF COMPOUNDING

Here's a mind-blowing example from a study conducted by Richard Russell of the *Dow Theory Letters* on the power of compounding:

An 18-year-old girl puts \$2,000 into an account each year from the ages of 19 to 25, then stops contributing and lets it compound at a rate of 10% until age 65. That means she has contributed only \$14,000 in total. But because of compounding, by age 65, she's almost a millionaire, with \$944,641 in her account.

Now, let's say this girl has a twin brother. He's not as disciplined and continues to blow his money on useless things. Finally, at age 26, he realizes he needs to start saving, too.

He puts \$2,000 per year into his account starting at age 26. He also lets his money compound at a rate of 10% until age 65. Except he contributes \$2,000 every single year from ages 26-65. That means he's contributed \$80,000 in total... more than five times what his sister has contributed.

By age 65, he's almost a millionaire, too, with \$973,074 in his account.

Who's the winner?

The sister contributed only \$14,000 (2,000 per year over seven years) and ended up with \$944,641. That's a net gain of \$930,641, or 66 times her original investment.

The brother contributed \$80,000 (\$2,000 per year over 40 years) and ended up with \$973,074. That's a net gain of \$893,704, or 11 times his original investment.

The sister was able to accomplish much better results with much less money... all because she realized the power of compounding money over long periods of time. (October 14, 2013, **By Tom Dyson**, [StreetAuthorityDaily.com](http://StreetAuthorityDaily.com))

#### BANKING ON BETTER CUSTOMER EXPERIENCE

A recent Cap Gemini study on global retail banking states that only 50% of customers will remain with their primary bank the next six months. Further, only 15% have trust and confidence in the banking industry.

So, more than ever, banks have a need to decipher the customer experience to better understand the drivers of positive outcomes. An often forgotten touch point is the transition from the virtual to the physical world and too little time is spent on understanding how this transition and the in-branch experience can be optimized. Branches are looking for ways to reset expectations with a focus on the customer experience, maximizing cross-selling to existing customers and driving cost down.

The question is how.

There are three key areas which a bank should work to improve that will have a positive impact on the customer experience.

Increase the quality of service

Reduce the waiting time

Improve the customer's perception of the visit

At the heart of the customer experience is the quality of service provided. With a modern Customer Experience Management (CEM) solution it is possible to identify and segment customer at arrival or with a mobile app even before they arrive at the branch. Such a solution will increase service quality by better matching customers and staff, based on the customer's need and staff competence. In addition, advisors are in a stronger position to meet the need since they have access to the customer's service history and can prepare accordingly.

Customers are perhaps most aware of time when they are waiting. It creeps along. They don't feel welcome or even acknowledged. Perhaps they have an urgent or worrisome reason for visiting the branch. In this way, a reduction in waiting time goes hand in hand with an enhanced customer experience. In addition to streamlining the customer flow and making it more efficient, a solution should reduce the actual waiting time for customers by

steering customers to less busy hours. This can be achieved by using a calendar booking system, for example, making it efficient to make appointments and book meetings.

Often we see big money being invested in branch digital signage. Often these solutions are poorly implemented; ranging from being in the wrong location or even worse, displaying totally irrelevant information to the visitors. A solution should reduce the perceived waiting time by using target media in the waiting area to present brand information and entertainment, for example. This transforms passive waiting into what we call active waiting or relevant distraction – for a more enlightening customer experience.

There are quite a few things a bank can do to improve the customer experience. The work need to start though in the interaction between the virtual and physical world to understand the vital first touch point.

#### SPEAKERS & CREDIT REPORT CLASSES

We have presentations for service clubs, churches, employers, high schools and colleges. The presentations range from 15 minutes to one hour. the topics we can cover are: ID Theft, Credit Scoring and Credit Reports.

Larry Nelson, Deborah Rathmel, Susan Roberts and Karen Zimmerman are all Certified FICO Pros. We will explain the seven areas that effect credit scores and show you how your customers can increase their scores so you can make better and more loans, or rent to better tenants.

If you would like us to speak to your employees, service club, church or school, please call us.

#### KCB INFO SERVICES HOURS

Monday - Friday 9:00am to 4:30pm

Close from 12:30pm to 1:30pm

KCB Information Services offers: Consumer Credit Reports, **ServicePlus** Credit Reports Collections Reports, Employment Credit reports, Residential Mortgage Credit Reports, Merged Credit Reports, Fannie Mae & Freddie Mac access, Criminal background checks, LiveScan Finger Printing, Tenant Screening Reports, Flood Zone Determination, Flood Life of Loan Certification, AVMS, 4506-T, Income Tax Verifications, Real Estate Tax Payment Verifications and Identity Authentication.

KCB Information Services has served businesses since 1928 and provides credit reports from all three national repositories.

*"I've missed more than 9,000 shots in my career. I've lost almost 300 games. Twenty six times, I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed."* (We win when we don't give up. Michael Jordan)