



priority technologies, inc.

NEWS RELEASE

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Priority Technologies is Helping Reach Directly to Borrowers

(Omaha, NE) Reaching directly to Borrowers is no longer a choice, it's a necessity. **Priority Technologies** is introducing our eBorrower **Priority Practice**. The eBorrower **Priority Practice**, can provide your borrowers with the service they need to apply for student loans on-demand; because **Priority Technologies** uses web-based, architecturally modular, application practices, borrowers can have on-demand access to apply for a student loan anytime, anywhere.

Transforming the way you do business with Borrowers is imperative. "Choice" has become the word to describe how the loan industry must transform itself. More than ever, lenders and others are competing for the attention of the borrower and ultimately their business. **Priority Technologies** has created eBorrower solutions that provide the choice and innovation needed. Our eBorrower **Priority Practice** combines student loan business experience with our innovative technical expertise.

Based on our extensive experience, **Priority Technologies** has developed a creative flexible practice to help you transform the way you interact with your borrowers. We can help you build your web-based solution that allows borrowers to apply for FFELP (Stafford, Parent PLUS, and Grad/Prof PLUS) and private loans on-line. This includes the option to e-sign the application with virtually instantaneous response. It provides a learning dialogue that will educate the borrower on the federal loan programs and ease them through the application process. We help create a positive experience for the borrower.

Priority Technologies, with our eBorrower **Priority Practice** has detailed the processes, researched the key issues and planned the work breakdown. We're helping the industry transform. What we hear from our executive clients is "...their most important tasks include adjusting to the new ways that borrowers are choosing their loan providers." **Priority Technologies** eBorrower **Priority Practice** gives you the ability to create your online eBorrower application in the minimum time possible. It allows clients to leverage our extensive expertise and minimize the risks hence transforming the way you do business with Borrowers.

For more information contact Tom Anderson our Director of Business Development by email tom.anderson@prioritytech.com or by phone at 904.233.8181.

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Priority Technologies Inc. (PTI) is a leading provider of innovative product based solutions and specialized software disciplines. **Priority Technologies** has a proven track record as a product solutions provider, integration provider, software developer, and technology consultant in the higher education financial aid market. Our mission is to provide product solutions and services that allow our clients to meet the needs of their customers and enhance our clients' ability to respond effectively to changes in their marketplace.