



## Press/Analyst Contact

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# Online Insight and MortgageIT.com Lending Ease to the Online Mortgage Process

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**MortgageIT.com selects Precision Solutions to offer their customers a more confident buying experience while enabling a better understanding of their customers' purchase preferences**

**ATLANTA – October 23, 2000** – Online Insight Inc, an eCRM (Electronic Customer Relationship Management) technology company, announced it will integrate its Precision Choice and Precision Insights solutions with MortgageIT.com, the online mortgage company, to simplify the mortgage application and approval process.

With Precision Choice, buyers are guided through the decision-making process and provided product recommendations matching buyer-specified preferences. Precision Insights, Online Insight's data analysis solution, will give MortgageIT.com a 'behind-the-scenes' view of which factors motivate purchase behavior. With this knowledge, MortgageIT.com can strategically market products and evaluate inventory and pricing offerings.

"One of the greatest obstacles consumers face when buying a home is deciding which loan is right for them - the shopping and comparison process can be overwhelming," said Ken Forster, president and CEO of Online Insight. "By implementing our solutions, which enable consumers to pinpoint their individual mortgage needs, MortgageIT.com will provide consumers with a highly intelligent and buyer driven mortgage selection process."

"Tremendous value lies in the ability to determine the wants and needs of consumers involved in the mortgage process," added MortgageIT.com Senior Vice President Alex Gemici. "With Online Insight's help, MortgageIT.com can intelligently assess the needs of our customers and customize our offerings to fit those needs."

## About Online Insight

Online Insight is an eCRM technology company with integrated guided selling and customer insight solutions that help sellers to sell in a way that motivates buyers to buy. Unlike technologies that make assumptions based on buyers' past behaviors, Online Insight uncovers the "why" behind purchase motivations by engaging the buyer in a real-time sales dialogue that captures explicit trade-offs and preferences. By understanding the exact needs and motivations of each buyer, companies can strategically drive sales, marketing, product planning and customer care systems. This enables sellers to more effectively manage their online sales environment and deliver the offering that will most motivate each buyer to buy.

Founded in 1998, the company is based in Atlanta, Georgia. Customers include YouDecide.com, Andersen Consulting, Dublin, Ireland-based Xelector and MuniDirect.com. Online Insight can be found by visiting [www.onlineinsight.com](http://www.onlineinsight.com).

## About MortgageIT.com

Headquartered in New York, MortgageIT.com consistently ranks as one of the top 10 online mortgage companies, according to Gomez Advisors. The company specializes in providing the best selection and lowest prices on home loans. MortgageIT.com is a spin-off of IPI Skyscraper, the nation's largest traditional multi-lender mortgage broker, which originated \$2 billion in loans in 1999.