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# DATATrue focus™

ADDRESSING THE NEEDS OF THE SMALL BALANCE LOAN AND RENT-TO-OWN INDUSTRY

Welcome to DATATrue Focus. This is the 2<sup>nd</sup> edition of our monthly newsletter. The new design and the topics discussed are meant to get your attention, provide valuable information and **increase your profit!**

## Alert1One™ – Your Collection Advantage!

Spearheaded by the Florida Rental Dealers Association and DATATrue; members of the F.R.D.A. and the executive team at DATATrue worked over 6 months to create a Charge Off and Skip/Stolen database for the RENT-TO-OWN & Small Balance Loan industries.

Experts are predicting the current economic turmoil will translate into increased revenues and transactions for the RTO, Payday Loan, Buy Here-Pay Here retailers and other Small Balance Loan companies.

While the basic DATATrue product already offers a Social Security number search,

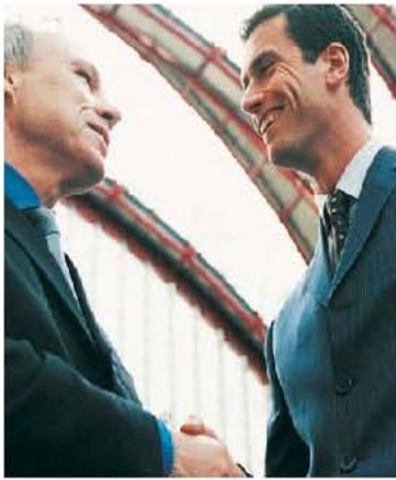
**Alert1One** is DATATrue's newest, back-end skip tracing tool allowing subscribing companies to share charge off and/or skip/stolen records between companies. Monthly subscription plans to **Alert1One** endorsed by both the TRIB group and Nationwide Rent Direct are now available to independent RTO dealers nationally as well as all Payday Loan, Buy Here-Pay Here retailers, Small Balance Loan and all other companies that want to subscribe and share their information.

**Alert1One** - the only Skip/Stolen and Charge off database to provide email alerts of current activity of mutual customers.



## Consumer Credit Watch

The latest from the Federal Reserve indicate that the total amount of consumer debt outstanding has increased in 2008. In case you're wondering the total amount of consumer debt in the United States stands at nearly \$3 billion dollars – and based on the latest census statistics, that works out to be nearly \$10,000 in debt for every man, woman and child that lives here in the U.S.



## **DATATrue Introduces EVA- The Electronic Virtual Assistant**

will contain debtors who are motivated to take action. EVA is designed to "SKIM" off the top percentage of debtors who pay. EVA is cost effective, because it allows your employees to spend more time with your customers in your store, while EVA's persona is used by applying human factors. EVA's tone and voice reflection drives the success of the call. EVA **never** has a bad day. EVA is available 24 hours per day 7 days per week. EVA can make outgoing and receive incoming calls.

Inbound routed calls from your past due customers will be provided functionality to handle the entire call, including taking a check or debit/credit card payment information. "Our customer's will have the ability to program EVA with a customer introduction and verification, authenticate your customer information, offer payment options and provide payment confirmation", says Dan Jobrack, DATATrue's Executive Vice President. For a more information and a free no-obligation demonstration, email Dan Jobrack at [Djobrack@datatrue.net](mailto:Djobrack@datatrue.net)

DATATrue, LLC wants to introduce you to EVA, our exclusive electronic virtual assistant. EVA is a fully functional system that will authenticate customers, take payments and make arrangements over the phone and when necessary, link the call back to a live person.

The key driver for our customers is the fact that it

For more information about DATATrue™ services contact [Diobrack@datatrue.net](mailto:Diobrack@datatrue.net) or call **406.702.1201**

**ALERT1ONE™**  
 THE INDUSTRY FIRST  
 SKIP/STOLEN & CHARGE OFF  
 DATA BASE WITH EMAIL ALERT!

Independent RTO Dealers  
 Small Balance Loan  
 Companies and other  
 Retailers can Subscribe to  
**Alert1One** and all other  
**DATATrue** services by  
 contacting:  
 Gene Sacco  
 or  
 Dan Jobrack  
[sales@datatrue.net](mailto:sales@datatrue.net)

### **Call DATATrue™ today to save up to 40% on:**

- Alert1One- The first Skip/Stolen and Charge Off data base with Email Alert!
- ACH & other **Electronic Funds Transfer** services
- Credit and Debit Card processing
- National Criminal Background Search
- Credit Reports (Experian – TransUnion)
- Credit header Social Security Number Search (Skip Tracing)
- Electronic Transfer of collection accounts to a 3<sup>rd</sup> party collection agency
- Driving records
- NSF Concentrated Returns



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