




▶ **DATATrue** introduces Columbia Financial International and one of its subsidiary companies, Sierra Nevada Adjustment Group



▶ **Customer Service** Quotes that apply to any business.



▶ **Consumer confidence** rises due to economic growth. How long will it last? Can it be sustained for the long term? What to look for in this recovery.

# DATATrue™ focus

ADDRESSING THE NEEDS OF THE SMALL BALANCE LOAN, RENT-TO-OWN AND LENDING INDUSTRIES, NATION WIDE.



## Can't Find Your Customer? Has your customer run off with your merchandise or your money?

DATATrue is proud to introduce Columbia Financial International and a subsidiary of Columbia, Sierra Nevada Adjustment Group.

DATATrue customers now have more options to locate their customers that have "skipped" with their merchandise or are hiding while they owe you hundreds or thousands of dollars.

"Working as an executive in the credit/collection industry for over 20 years has given me a unique perspective on companies that claim they can help locate debtors and their assets and the companies that really walk the walk and get the job done." "Finally we have a company that can really help our customers find their merchandise and the people who owe our customers money", says Gene Sacco, President of DATATrue.

Columbia Financial International, publishers of The Columbia Law List, provides a comprehensive membership base of collection attorneys and a legal forwarding network that can handle all your collection needs. Their network of attorneys provide personalized service to help DATATrue customers handle collection matters, whether they are consumer, commercial, retail, rent-to-own or any other collection matter.

DATATrue customers will benefit with special

rates from Sierra Nevada Adjustment Group, with offices located in Reno, Nevada and Brunswick, Georgia.

Now all DATATrue customers can submit their collection and skip accounts through DATATrue to Sierra Nevada Adjustment Group for collections and/or to assist in finding your customers that you can't locate. The referral process is easy and paperless.

Sierra Nevada Adjustment Group complies with all collection industry standards and utilizes auto-dialers, skip-tracing portals and credit bureaus when attempting to collect debts or locate "skips". All collection personnel are FDCPA certified, well seasoned and highly professional.

"DATATrue customers using our front-end verification services reduce back-end loss by being proactive when approving loans or processing orders. But for the one's that get away, there is no better network of collection professionals that can help you recover your loss," says Gene Sacco.

To learn more about Columbia Financial International and Sierra Nevada Adjustment Group, contact our sales department at [sales@datatruer.net](mailto:sales@datatruer.net) or call 209-951-9375.



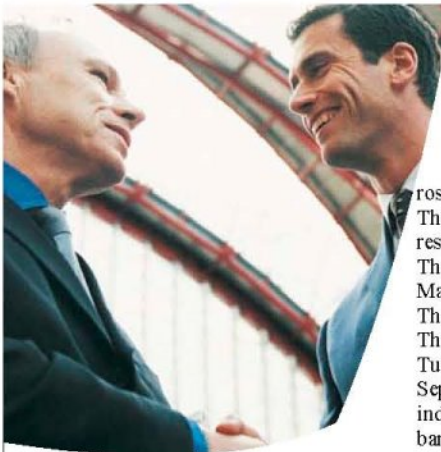
## Customer Service Quotes That Apply To Any Business

*The goal as a company is to have customer service that is not just the best, but legendary.*

*Sam Walton*

*Being on par in terms of price and quality only gets you into the game. Service wins the game.*

*Tony Alessandra*



## Consumer Confidence Rises Amid Evidence of Economic Growth

rose in April to 57.9, according to The Conference Board, a private research group based in New York. That's a gain from a revised 52.3 in March. Economists surveyed by Thomson Reuters expected 53.5. The April reading, released Tuesday, is the highest since September 2008's 61.4, before the index headed into freefall after the bankruptcy of Lehman Brothers and a cascade of financial collapse. Still, the reading is well below the 90 that The Conference Board calls healthy.

The best consumer confidence reading since September 2008's financial meltdown and bullish earnings reported this week by a range of leading companies - including UPS and Whirlpool - show rising demand and an economic rebound is gathering steam. Americans are even feeling a bit better about the job market.

Yet despite the strengthening key pillars of the U.S. economy, housing is still a big worry. While that market has shown signs of improvement lately because of government subsidies, it remains on fragile ground and actually could start to weaken once the rebates expire.

More consumers in the survey said they planned to buy autos or appliance, but plans to buy homes fell from March, suggesting the housing market remains uncertain and could be a drag on a robust economic recovery. The Standard & Poor's/Case-Shiller home price index showed its first annual increase in more than three years. But the 0.6% gain posted in February was half the gain analysts

had expected, and many of the metro markets showed declines.

Economists watch the consumer confidence number closely because consumer spending including health care and other major items accounts for approximately 70% of U.S. economic activity.

The index -- which measures how shoppers feel about business conditions, the job market and the next six months -- had been recovering fitfully since hitting an all-time low of 25.3 in February 2009. The monthly survey of consumers showed that consumers' current and short-term concerns about jobs and the overall economy are easing.

"Looking ahead, continued job growth will be key in sustaining positive momentum," stated Lynn Franco, director for The Conference Board Consumer Research Center.

For more information about **DATATrue™** services contact

[sales@datatrue.net](mailto:sales@datatrue.net) or call

406.702.1201

The Consumer Confidence Index

**WE ARE LOOKING OUT FOR YOU!**  
**ALERT1ONE™ CAN HELP!**



Now all **DATATrue™** customers can subscribe to the **NEW & POWERFUL ALERT1One™**. Receive instant email alerts on your **SKIP/STOLEN CUSTOMER!**

For more information Contact us at [sales@datatrue.net](mailto:sales@datatrue.net) **406.702.1201**

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

- **ACH & other Electronic Funds Transfer services**
- **Visa POS**
- **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**



**Corporate Office: P.O. Box 1404, Arcadia, CA 91077**  
**Office - 626.396.8271 Fax - 626.321.4726**  
**www.datatrue.net sales@datatrue.net**