

# A Breath of Fresh Air at MBA Annual, SIME Took to the Streets in Denver with a One-of-a-Kind Campaign

*Can you pronounce “SIME”? The Money Source Inc. redefines subservicing with SIME.*

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New York-based [The Money Source Inc.](#) unveils its new subservicing solution, SIME (pronounced Sim-mee) – Servicing Intelligence Made Easy – at the Mortgage Bankers Association’s (MBA) Annual conference today in Denver with [a unique advertising campaign](#) that stands out from the crowd. A 40-person street team comprised of people on foot and in pedicabs are branded across town, educating attendees on its revolutionary new subservicing offering, SIME, unlike anything on the market today.

Not only does the campaign play up the pronunciation of the unique name “SIME” with tongue-in-cheek memes on street team t-shirts, pedicabs, and flyers, but the SIME street team is also showcasing the power of [SIME’s](#) on-demand portal using iPads.

**SIME** Servicing  
Intelligence  
Made  
Easy



Link to full press release: <http://www.prweb.com/releases/prweb14829694.htm>

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