

PRESS RELEASE



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The Money Source and Endeavor America rebrand as TMS, announce plans for massive growth in 2018
Fintech company launches marketing campaign to challenge industry status quo

Melville, N.Y. (Jan. 9, 2018) — The Money Source Inc., a national financial services and mortgage company, announced it launched a new brand campaign, laying the foundation for its massive expansion plans for the next five years.


TMS is paving new ground with its campaign that taps into the emotional aspects of home financing for all of its lines of business, including homeowners, wholesale lending and correspondent investing. Igniting its mission to Grow Happiness, the new campaign transforms expected industry terminology to new language that captures the unique customer service experience one has when doing business with TMS.



In addition to the rebrand, wholesale lender Endeavor America Loan Services will fold into its parent company, The Money Source Inc., creating a unified and streamlined megabrand, now called TMS, in support of all of its lines of business.



“It’s our 20th anniversary at TMS, making it a great time to tell the world that we’re a different kind of company and we do business in a different way.” said TMS CEO Darius Mirshahzadeh. “The industry has historically behaved like a faceless, emotionless category. We believe these are people’s homes and dreams we are building and want to set the tone for the next 20 years.”



TMS spent the last year building out its channels and rolling out the industry's leading subservicing platform SIME – Servicing Intelligence Made Easy. In addition, the company improved its policies, products and procedures and invested heavily in people, technology and training in order to amplify its unique corporate culture, service ethos to pave the way for future growth and position it for success in 2018 and beyond.

For every line of business, TMS has plans to prove that its more than a typical mortgage company. TMS will be bringing a total homeownership technology platform to market in early 2018 – that will provide its homeowners with the ability to buy and sell their home with cash back rewards, originate the purchase, as well as a host of other products to maintain and add value to homeownership. TMS is well positioned to be a life-long brand because borrowers are serviced within its portfolio in support of its goal to bring happiness to more than one million homeowners by 2022.

For its correspondent, servicing and wholesale clients, TMS will be providing new technology platforms, training and tools to maximize their success.

As TMS grows to become a one-stop fintech company, it plans to hire more than 400 new team members across all lines of business in 2018, taking its total headcount from 600 to more than 1000.

TMS is also projecting that its servicing portfolio will grow by nearly 50% in 2018 and will reach more than \$200 billion by 2022.

“The new look, voice and branding is symbolic of our people and the exceptional experience they deliver to our clients and customers,” said Mirshahzadeh. “This campaign plays a key role in helping us not only achieve our plans to massively grow the company into a fintech leader, but helps us grow happiness with our people, our clients, our homeowners, and, well, everyone.”

The campaign includes a new logo and new language that is designed to reflect the way TMS delivers a unique customer experience beyond great rates and technology.

For more information on TMS, visit TheMoneySource.com or join in on the conversation on social using #GrowHappiness.

About TMS The Money Source Inc.(TMS) is a different kind of company that does business in a different kind of way. Founded in 1997, with a mission to Grow Happiness, TMS is a fast growing fintech company that provides products, technology, speed of service and a unique customer experience to borrowers, clients and team members in their pursuit of happiness. With more than 600 team members, TMS is a national lender and servicer licensed or exempt from licensing in all 50 states and the District of Columbia. For more information, visit TheMoneySource.com.