



VISION

COMMITMENT

RESULTS

Each Phoenix Company prides itself on market leadership within its unique business specialization while maintaining a longstanding reputation for ethical business practices. The combination of experience, knowledge and strategic planning creates a dynamic environment within each company that produces exceptional value for each client.

The Phoenix Family of Companies



Phoenix CAPITAL
Inc.



Phoenix ANALYTIC
Services Inc.



Phoenix
ASSET MANAGEMENT, LLC



Phoenix
COLLATERAL ADVISORS, LLC

The Phoenix Companies
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INTRODUCTION

With over 200 clients across the country, the Phoenix family of companies is comprised of four unique, yet intertwined businesses led by Phoenix Capital, Inc.

These companies are:

- Phoenix Capital, Inc.
- Phoenix Analytic Services, Inc.
- Phoenix Asset Management, LLC
- Phoenix Collateral Advisors, LLC

Each Phoenix company provides a diverse suite of specialized mortgage and real estate related services that are unmatched within the financial industry. Among these services are brokerage, strategic consulting, analytics and valuation work on and for mortgage servicing rights; consulting, management and disposition services for institutional clients with REO portfolios; merger and acquisition advisement; credit risk management and surveillance of loan and REO portfolios.

COMPANY DESCRIPTIONS

Phoenix Capital, Inc. (“PCI”)

Since its founding in 1996, PCI has grown into a market leading mortgage banking advisor that **specializes in mortgage servicing rights (MSRs)**. PCI helps its clients succeed by creating uniquely tailored strategies to achieve best execution for each individual client’s objectives. Having managed approximately **\$500 billion of MSR transactions in 2013 alone**, PCI’s seasoned management team offers an unmatched understanding of the MSR market and are frequently requested as industry speakers. PCI has been retained exclusively and repeatedly by top national, regional and independent mortgage banks, and was recently selected by Ginnie Mae to be their exclusive MSR advisor.



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Featured speaker at various events, including the MBA’s Annual, Secondary, Independent Mortgage Bankers, and Accounting & Financial Management conferences, Regional and State MBA conferences, and the Fannie Mae Lender Forum.

Recent MSR Transaction Highlights:

- Multiple new MSR flow (e.g. co-issue/concurrent) relationships established across Fannie Mae, Freddie Mac and Ginnie Mae products (Ongoing 2014)
- Multiple new MSR bulk portfolio sales across Fannie Mae, Freddie Mac and Ginnie Mae (Ongoing 2014)
- Multiple Confidential Multi-Billion MSR portfolios. (April, May, June, August, September and December 2013; February and March 2014)
- \$306 Billion Bank of America MSR sale (January 2013)

Total MSR Transaction Volume:

Year	UPB	Year	UPB
2013	~\$500 billion	2011	\$62.4 billion
2012	\$67.7 billion	2009-10	\$57.0 billion

M&A Transaction Highlights:

- On behalf of a confidential acquirer, PCI performed operational and strategic fit due diligence on a targeted mortgage special servicing platform.
- On behalf of a confidential acquirer, PCI served as a buyer representative on their bid to purchase a national lending platform.
- On behalf of a Private Equity Firm, PCI served as a buyer representative on their bid to acquire a Regional Money-Center Bank.

Other Services:

- Mortgage Banking consulting projects, including loan portfolio strategy and whole loan sales
- MSR Buyer Representation – Sourcing portfolios for multiple institutions
- Comparative Analysis – Performing secondary market best execution modeling

Phoenix Analytic Services, Inc. (“PAS”)

Phoenix Analytic Services (PAS), PCI’s sister company, provides the most accurate market intelligence in the servicing rights industry. PAS **guides its clients via MSR Valuation, MSR Accounting, and MSR Best Ex (e.g. retain vs release) services.** Operating side-by-side with Phoenix Capital, PAS has valued nearly \$85 trillion of servicing rights over the past three years, including 65% of the top 20 banks and 65% of the top 20 mortgage servicers.



Phoenix ANALYTIC
Services Inc.

Year	Valuations	UPB	Year	Valuations	UPB
2013	~700	> \$10 trillion	2011	~400	> \$10 trillion
2012	~650	> \$10 trillion	2010	~350	> \$10 trillion

Phoenix Asset Management, LLC (“PAM”)

Since its formation in 2000, Phoenix Asset Management (PAM) has focused on **providing best-in-class REO / Short Sale management and disposition services to institutional clients** within the framework of a fully customized, high-touch, quality-oriented environment. By covering all 50 states and managing over 35,000 assets since inception, PAM sets itself apart by managing the client’s assets at the property level to maximize returns rather than simply driving traditional tasks associated with liquidation. PAM has consistently received industry recognition, including past Pinnacle Awards by REO Insider magazine, among them Best Overall Outsourcer.



Phoenix
ASSET MANAGEMENT, LLC

Phoenix Collateral Advisors, LLC (“PCA”)

Phoenix Collateral Advisors (PCA) is a residential mortgage servicing and loan level surveillance firm. Since its inception in 2005, PCA conducts **comprehensive audits (e.g. change management, key performance metrics, regulatory compliance, etc.), policy & procedure build-outs, and asset management** on a variety of mortgage servicing platforms, portfolios and product types. PCA performs residential mortgage servicer audits and benchmarking examinations of servicing platforms ranging in size from under \$1 billion to over \$50 billion in unpaid principal balance. PCA also specializes in loan level reviews and default loan servicing (Collections, Loss Mitigation and Timeline Management).



Phoenix
COLLATERAL ADVISORS, LLC

Thank You. We sincerely appreciate your interest in learning more about the Phoenix family. If you have questions or would like additional information, please contact us at (303) 892-7070.