

Mortgage Harmony Announces Company Name Change

FinTech Software Company Re-Brands to Align Company Name with Future Strategy

McLean, VA ([PRWEB](#)) December 11, 2014 -- Mortgage Harmony Corp., the provider of Loan Reset, Acquisition and Retention Software, announced today that it has officially changed its name to Rate Reset effective immediately. The name change is part of a re-branding initiative to better align the Company's name with our current product offerings and future strategy.

“Our new name reflects the evolution of our company,” said Keith Kelly, Co-Founder and President, Rate Reset, “when we founded the Company, our focus was on the mortgage industry, but over time, we realized our technology was applicable to other loans and products, such as auto and personal loans, and CDs.” “We also were seeking a brand that was descriptive of what we do and was easy to remember for both the consumer and the financial institution.”

Rate Reset's Loan feature empowers borrowers to “reset” their mortgage or auto loan in seconds on a secure, customized website with a few “clicks” of a button and an e-Signature and without the cost and hassle associated with refinancing. For financial institutions, Rate Reset's Loan Retention Software automates loan retention thereby eliminating back office cost typically associated with refinancing, which frees time for financial institutions to focus more on new business.

ABOUT RATE RESET:

Named by American Banker's Bank Technology News (BTN) as "One of the Top Ten Technology Companies" to watch in 2013, Rate Reset provides innovative Loan Acquisition, Retention and Reset Software (LRS™) to banks, credit unions and mortgage companies. The company's software provides a borrower-initiated interest rate-resetting loan feature that is an alternative to the traditional refinance for both mortgages and auto loans. For more information on Rate Reset, please visit <http://www.RateReset.com>.



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Online Web 2.0 Version

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