



LoanPotential was developed to meet the requirements of responsible lending practices, minimise online loan/credit abandonment and increase decision accuracy for organisations that provide credit. Our unique solution provides a real-time platform to gain a complete view of an applicant's financial position, across multiple banks and accounts.

If you are like many online lenders and payment providers, the ability to verify and confirm an applicant's income and expenses in real-time can be extremely challenging. Manual processes cause delays to approvals and this often leads to errors in processing loan serviceability and loss of customers.

LoanPotential assists lenders and payment providers to confirm the identity and income of their online customers in real time. The solution is unique in that it allows the ability to extract and analyse an individual's or business' entire banking footprint across multiple banks, providing consolidation and an in-depth analysis of all account income and expenses.

Within seconds, you can confirm an applicant's financial position and set approval rules based on spending classification, anomalies in the information provided and/or on the strength of their financial profile.

**Benefits:**

- Gain real insights and analysis of your customers' lending potential in real-time.
- Confirm new clients actually earn what they state.
- Confirm and categorise new client's expenses to ensure they can pay back a loan.
- Provide more accurate approvals to more customers through technology and automation.
- Ensure only customers who can pay back a loan are approved.
- Ensure detailed analysis of a potential customer's financial position complies with Responsible Lending.



### Why use LoanPotential?

- LoanPotential has been designed in line with best practices to assist companies further enhance their online customer on-boarding process.
- It provides a competitive advantage through automated processes.
- The use of internet banking credentials for alternative purposes is more commonplace with the popularity of Xero and Poli.
- LoanPotential can be hosted on the cloud or can be hosted behind your firewall.
- LoanPotential has been developed specifically for individual and business bank account verification in-line with local standards and regulations.

### Platform Architecture:

- Any personal details and transactional information are stored separately.
- Data can be extracted from bank statements or directly from your internet banking. - Details are never stored.
- It can be integrated via an API and does not require anything to be downloaded.
- It is highly flexible such that any combination or all data can be purged upon each request.
- All data within LoanPotential is stored on-shore and can be placed behind your firewall.

Should you require additional details relating to LoanPotential, our team is on hand to assist.

Please email us at [info@e4.co.za](mailto:info@e4.co.za).

We look forward to hearing from you.