

## **AIME Partners with Lender Price to Offer Exclusive Pricing Engine to Members**

**Clarkston, MI – [July 9, 2024]** – The Association of Independent Mortgage Experts (AIME) is thrilled to announce an exciting new partnership with Lender Price, a leading provider of pricing solutions to the mortgage industry. This collaboration introduces a powerful new member benefit that is free to access for AIME's Premium, Elite, and VIP members.

Starting today, AIME members can utilize the sophisticated pricing capabilities of Lender Price, a tool specifically curated to feature AIME's top wholesale lender partners. This cutting-edge pricing engine features leading names such as UWM, EPM, PRMG, The Loan Store, Windsor, AFR, Cake, Flagstar, and NewFi.

"Our partnership with Lender Price is a testament to our commitment to providing our members with the best tools and resources available in the mortgage industry," said Jonathon Haddad, Chairman and CEO of AIME. "Brokers need the right tools to succeed in today's market, and by offering access to this industry-leading pricing engine, we're empowering our members to achieve even greater success in their businesses."

This tool allows brokers to optimize lender products and discover new, additional products offered by AIME's lender partners to service their borrowers from anywhere in the world. Services include isolating rates and price comparisons for specialty loan programs such as non-QM, DSCR, bank statement, home equity products, and much more. Additionally, all the wholesale lender partners featured in this pricing engine are equipped to receive high-level loan escalations, a feature that comes with AIME Elite or VIP membership.

"We are excited to integrate with AIME, providing AIME members seamless access to our cutting-edge pricing engine," said Lender Price CEO and Co-Founder, Dawar Alimi. "For nearly a decade now, Lender Price has equipped loan originators with the most modern and advanced pricing technology in the mortgage market, and our partnership offers AIME members the ability to offer some of the best rates and loan programs back to their borrowers."

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### **About AIME:**

The Association of Independent Mortgage Experts (AIME) is a non-profit, national trade membership association created exclusively for independent mortgage brokers. AIME's sole focus is to support the needs of independent mortgage brokers by providing access to tools, resources, and opportunities to help them grow their businesses. For more details about AIME and its initiatives, please visit [www.aimegroup.com](http://www.aimegroup.com).

### **About Lender Price:**

Lender Price delivers superior cloud-native pricing technology to top banks, lenders, credit unions, and mortgage brokers. Built on a modern technology stack, our solutions are user-friendly, configurable, and easier to integrate, resulting in improved workflow and pricing efficiencies. Lender Price's advanced pricing technology, combined with its deep understanding of the lending landscape, sets us apart from the competition. Lender Price equips lenders and loan originators with fast access to thousands of loan programs, and a wide array of specialty loan products to help them win more business. Recognized by top industry publications and third-party partners, our award-winning pricing, product and eligibility (PPE) platform continues to lead the industry in advancing mortgage pricing technology. Visit us at <https://lenderprice.com/> for more information.

### **Media Contact:**

Jennifer Leonard  
Chief Marketing Officer, AIME  
[communications@aimegroup.com](mailto:communications@aimegroup.com)