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# The Turning Point named a “Top 50” Service Provider

Each year Mortgage Technology magazine names its Top 50 Service Providers. Our four major criteria for inclusion of eligible vendors and service providers on our list are customer satisfaction, functionality, market share and viable revenue model. Demonstrating functional value to lenders is our most important criterion. It is crucial that the providers on our list have satisfied users and show the ability to hold them by keeping those customers abreast of the technology deployed by competing lenders.

**By Anthony Garritano - Mortgage Technology (July 2010)**

top  
50

## THE TURNING POINT

[www.turningpoint.com](http://www.turningpoint.com)

The Turning Point - a leader in the field of relationship marketing for many years - is the first company to offer bankers, brokers and loan originators technology-driven marketing solutions specifically designed for the needs of the mortgage industry. The company specializes in database hosting and management, automated marketing campaigns, hands-free production and fulfillment, and dynamic tracking and reporting.

# SERVICE PROVIDERS

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