



QwickRate Forms IntelliCredit™ Division to Offer Innovative Credit Risk Management Solution and Loan Review Services

Principal David Ruffin and Director Larry Poole, Combining 30+ Years of Credit Expertise, Lead Division and Spearhead Development of Transformative Credit Risk Management Technology

MARIETTA, Ga. – Nov. 13, 2019 – QwickRate today announced the formation of a new division, IntelliCredit, with two of the banking industry’s most respected and experienced credit experts, David Ruffin and Larry Poole, assuming leadership positions. IntelliCredit adds a credit risk management solution and comprehensive, yet cost-effective loan review services to QwickRate’s array of tools, analysis and research for banks of all sizes.

Transforming the Way Credit Risk Is Managed

“IntelliCredit follows QwickRate’s tradition of offering solutions and services that enable any size institution to benefit from technology and expertise usually accessible only to the largest organizations,” said QwickRate President Shawn O’Brien. “We are pleased that David Ruffin and Larry Poole are connecting their expertise to our legacy of creating products and services that set industry standards for performance and ease of use.

As the U.S. moves deeper into the late stages of the current credit cycle, financial institutions will need more tools, analysis and strategies to detect emerging credit risk and stresses early, before serious deterioration and losses occur. IntelliCredit will make it much simpler and faster for financial institutions to assess their aggregate credit performance, so that quicker action can minimize loss.”

O’Brien went on to explain that David Ruffin, who heads IntelliCredit as division Principal, is already proving the value of IntelliCredit’s initial market entry by approaching regulator-mandated loan reviews in a way that delivers a more informed view of an institution’s credit health. The QwickRate president added that IntelliCredit Director Larry Poole is bringing approximately 15 years of credit experience to the fore as he spearheads the development of automated tools that can transform an institution’s ability to more simply and efficiently manage its aggregate risk profile.

Ruffin Applying Expert’s Grasp of Both Traditional and Transactional Credit Risk

During his career, David Ruffin has assessed all aspects of the credit process and credit culture, leading teams in providing thousands of loan reviews and hundreds of M&A and capital-raise due-diligence engagements. Astute at helping lending institutions evaluate both traditional and transactional credit risk, he has gained national acclaim speaking at national trade association forums, teaching at numerous banking schools and publishing a prolific number of credit-focused articles. David most recently headed the DHG-Credit Risk Management division at the Dixon Hughes Goodman LLP.



Poole Ensuring That Deep Credit Knowledge Is Behind Every Data Point and Chart

With a strong background in credit underwriting and quantitative analysis, Larry will lead the development of IntelliCredit's various credit-centric analytical tools enabling institutions to better manage their loan portfolios. Previously Larry was responsible for strategic oversight and day-to-day loan portfolio management of CAHEC Capital, a CDFI-certified loan fund for one of the largest nonprofit regional tax credit equity syndicators in the United States. At Credit Risk Management, LLC (CRM) he was product leader for the company's ALLL model and led 150+ data modeling engagements, plus bank loan reviews, across the Southeast.

New Division Complements Sister Product, QwickAnalytics®

IntelliCredit will add more credit-focused, institution-specific data to a sister product, QwickAnalytics, which delivers compelling research, regulatory and analytical tools that any bank can afford. O'Brien said that QwickRate would soon be announcing other innovative tools designed to assist its clients, indicating that timing is an important factor for many institutions as the current credit cycle evolves.

About QwickRate®

For over three decades, QwickRate has provided the premier CD Marketplace for non-brokered funding and investing. With more than 3,000 members, the Marketplace offers community financial institutions a cost-effective way to gain direct access to a nationwide CD market to help proactively manage their primary and contingency liquidity needs. QwickRate also offers other robust tools for community financial institutions including QwickAnalytics® for affordable access to interactive research on all U.S. banks, performance analysis and regulatory tools. QwickRate's IntelliCredit™ is a credit risk management solution that transforms an institution's ability to more simply and efficiently manage its aggregate credit risk profile and mandatory loan review process to detect emerging risk in all loans, so that early action can minimize loss. QwickRate, a Preferred Service Provider of The Independent Community Bankers of America (ICBA), is known for its exceptional customer service, which includes unlimited support and valuable on-staff regulatory guidance. For more information, contact QwickRate at info@qwickrate.com or 800.285.8626.

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