

# HSW Announces Private Label Servicing Expansion

*HSW, One of the Country's Top buyers and servicers of commercial debt expands its private label servicing unit.*

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**Houston, TX---May 29<sup>th</sup>, 2009** --- HSW Finance, LLC., ("HSW") a leading leading buyer and servicer of commercial debt portfolios supporting the equipment leasing and finance industry announced today the expansion of its private label servicing unit in response to record growth. "While our debt buying business is up as well, we have seen tremendous growth in our private label servicing group as lenders continue to streamline their infrastructure and look for gains in efficiency and productivity" said Michelle Rodriguez, President of HSW.

According to Rodriguez, "it's the positive impact on the lenders bottom line which accounts for the increased demand in our servicing business." "Tight capital markets, and intensified compliance and regulatory oversight are forcing lenders to seek solutions which allow for more efficient handling of business while increasing profit margins...Since our private label servicing agreements allow equipment leasing and finance companies to increase origination and decrease human capital cost with no vested time investment, we are able to fulfill a needed role," Rodriguez said.

"The old saying that "cash is king" is never more accurate than when applied to times of an economic downturn. The simple reality is that at every level of the value chain, liquidity creates a leveraged competitive advantage, and we are just fulfilling that need," said Rodriguez. Recent representative transactions have included the purchase of portfolios from industry leaders like Key Bank and Hitachi Capital America Corporation.

HSW provides the following services:

1. Commercial Debt Buying;
2. Private Label Servicing, and;
3. Direct funding to Vendors.

To learn more about HSW please visit [www.HSWFinancial.com](http://www.HSWFinancial.com) or call 1-888-217-8898

## **About HSW**

**HSW** is the leading buyer of commercial lease portfolios and a premiere provider of private label servicing supporting the equipment leasing and finance industry. HSW is not a collection agency, nor do we compete with our clients by originating leases as our focus is solely on adding value to our client's needs. This is why the country's leading equipment leasing and finance companies turn to HSW in order to improve their liquidity. HSW has a successful track record of creating operating leverage, velocity, and economies of scale for many of the nation's largest financial institutions. More information about the company can be found at [www.HSWFinancial.com](http://www.HSWFinancial.com).