

Steps To **Success**

Helping Customers Succeed Financially

**Stephanie Christie
Senior Vice President
Wells Fargo Home Mortgage
June 12, 2007**



“We believe helping borrowers get on a path to financial success is the heart of responsible lending.”



**Cara Heiden,
division president,
Wells Fargo Home
Mortgage**

“Through Steps To Success, we will be providing tools to help customers improve their financial situation.”



**Tom Shippee,
president and
chief executive
officer, Wells
Fargo Financial**

- **Our principles include**
 - **Informed choices**
 - **Approving applications for loans only if we believe the borrower has the ability to repay**
 - **Customer benefits from the loan**
 - **Prime pricing options to all first mortgage consumers whose loans qualify for such pricing**
 - **Appropriate loan pricing**
 - **Caps on total of origination and lender fees**
 - **Limits on prepayment fees**
 - **Preserving homeownership**
 - **Promptly managing customer issues and inquiries**

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Wells Fargo & Company Responsible Lending Principles for Non-pr

Wells Fargo's vision is to satisfy all our customers' financial needs, help them succeed financially, be the premier provider of financial services in every one of our markets, and be known as one of America's great companies.

In the context of making real estate loans to consumers, this means helping as many people as possible achieve and maintain the dream of homeownership. To reach this goal, we believe it is essential that we serve customers across a wide credit spectrum. To that end, Wells Fargo is firmly committed to helping the millions of Americans who, for whatever reasons, have not been able to qualify for traditional prime real estate loans, and is equally committed to leading the industry in doing so responsibly.

Wells Fargo does not tolerate abusive, misleading or fraudulent lending practices in its operations. In addition, we have adopted a set of affirmative responsible lending principles designed to help us fulfill our vision of helping customers who need nonprime real estate products to meet their financial needs.

We price loans fairly and consistent with the risk and cost of making such loans, with caps on origination fees; we provide customers the information and disclosures necessary to fully understand the terms of the loans and to make an informed choice; we offer prepayment fee features with responsible terms and provide consumers the opportunity to apply for loans without such features; we only make a loan if it provides a demonstrable benefit to the consumer; we do not lend to customers unless we believe they can make the loan payments; we work diligently to help customers who do have difficulties in making their loan payments to stay in their homes; and we strive to provide superior customer service to all our customers across the credit spectrum and we offer terms and features that are appropriate to the customer's circumstances.

Simply stated, Wells Fargo's goal is not only to get customers into homes, but also to keep them there; and we are proud of our track record of making good solid home loans to qualified borrowers.

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Money skills you need for life Hands on Banking®

ESPAÑOL



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Hands on Banking® is a free, fun financial education program that presents the basics of smart money management in an easy-to-use format. Topics include budgeting, the importance of saving, bank accounts and services, borrowing money and establishing credit, investing, and more. The curriculum is customized for four age groups from 4th grade through adults.

[Learn more about the program.](#)

A program by

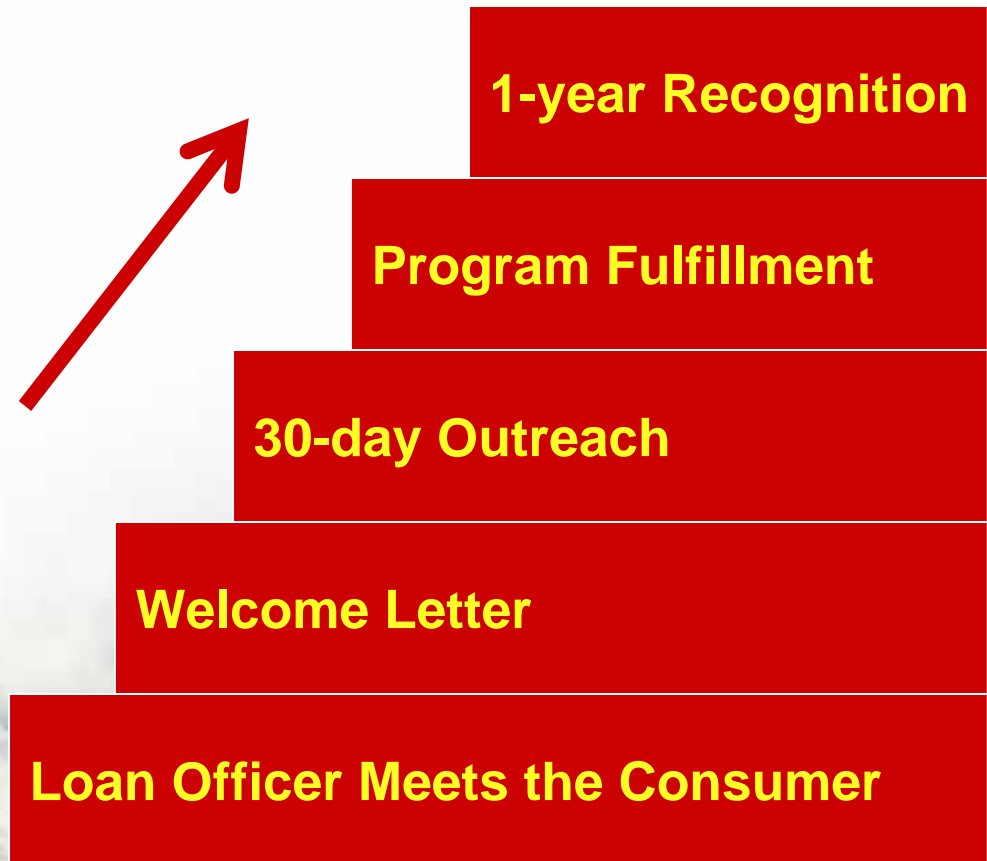
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Version 3.0

2004	Responsible Lending Principles created
2005	Steps To Success under active development
2006	<i>June:</i> Announced at first Wells Fargo National Housing Symposium <i>October:</i> Available to customers nationwide <i>December:</i> Public announcement
2007	<i>April:</i> 30,000-plus customers part of Steps To Success; program expanded <i>May:</i> Early positive results

Steps To Success

How It Works



Steps To Success

Elements

credit clean-up 1

Credit is one of the most important tools in your financial health arsenal. Here's how to keep it sharp.



get your hands on banking

2



the way to pay 3

The way you pay your mortgage can make you financially healthier.

Tools and advice: easy, free, bilingual



Steps To Success

Early Results

**Automatic
mortgage
payment
programs:¹**



37%

**Hands on
Banking
unique
visitors:²**



**100%
plus**

**Delinquencies
among those in
program:¹**



¹Comparison from a large sample of nonprime customers since October '06

²Growth from April '06 to April '07; reflects variety of efforts



Steps To Success

Support

“Steps To Success ensures borrowers are treated fairly and responsibly, and then provides them with information and tools to help them make lasting improvements in their financial situation. We hope other lenders follow Wells Fargo's lead...”



**John Taylor,
president, National
Community
Reinvestment
Coalition**



**Frances Martinez-Myers,
chairman, National
Association of Hispanic
Real Estate
Professionals**

