

Experian-Powered FICO Score: New YouTube Video Reveals Both Accuracy and Shortcoming of Consumer-based Model

SubscriberWise founder, and the nation's highest achieving credit consumer, obtained multiple credit scores from Experian to evaluate accuracy and performance.

FORT LAUDERDALE, FL, U.S.A, January 2, 2015 /EINPresswire.com/ -- [SubscriberWise](#), the nation's first issuing consumer reporting agency for the communications industry, announced today the company president has confirmed the accuracy of the FICO score now available at national repository [Experian](#).

"On Wednesday I read FICO's news announcement indicating the availability of the FICO score at [Experian.com](#)," said

David Howe, president of SubscriberWise. "Following the announcement, I decided to evaluate the accuracy of the Experian.com-powered FICO score with a comparison of the consumer-based Experian FICO score at [myFICO.com](#). In addition, I also purchased an Experian Plus educational score to evaluate the relative rankings of the models. The results: the Experian.com and the myFICO.com website yielded the exact same scores; the Plus score yielded a different score (the maximum FICO score is 850; the maximum Plus score is 830) but returned the same relative ranking compared to other U.S. consumers.

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I am pleased that Experian is now offering a genuine FICO score on its consumer website. I am comfortable recommending this site to consumers.”

David Howe

benefit consumers. I do, however, continue to argue that the price consumers must pay to purchase these scores is often too expensive:

<http://eon.businesswire.com/news/eon/20130615005033/en/SubscriberWise/FICO/Equifax> .”

“So what's critically missing from Experian.com and myFICO.com's credit score information?” continued Howe. “There are no score reason factors for consumers who have FICO scores between



Global Credit Czar and Child Protector David Howe

800 and 850. That's a shortcoming from my personal and professional perspective. Specifically, every granular detail ought to be part of the information that's provided – particularly at a price of nearly \$20.00 for each report and score. Why? Because if a consumer fails to reach the maximum score in any model - no matter how exceptional the score may otherwise be – a consumer should always know what factor(s) are implicated in the loss of points – regardless of the perceived relevance and even if the loss is a single point. After all, FICO proudly markets the following: 'Make Every Point Count' on its corporate website.

"Moreover, I also receive regular correspondence from consumers around the nation asking for advice about their credit scores. In particular, consumers who have exceptional scores (> 750 FICO), they often want to know why they haven't obtained an even higher score. They want to understand why they're unable to achieve scores above 800," continued Howe. Frankly, many of these consumers want to know how to obtain a perfect 850 FICO score:

<http://www.youtube.com/watch?v=4sny-172p9Q> .

"To expand this point as it relates to lender-based FICO scores, every time SubscriberWise generates a federally compliant risk-base pricing notice and sends it to the subject of the credit check, federal laws mandate that we disclose the principal reason factors – in their order of significance – that impacted the credit score. And this is true even if the score is an 849. I argue that consumer websites should provide the same information. The more knowledge and insight...the better," Howe concluded.

Consumers who want to learn more about score reason factors should visit FICO's scoreinfo.org website: <http://www.scoreinfo.org/FICO-Scores/Pages/Score-Factors.aspx> .

Howe recently confirmed the existence of lender-based perfect FICO scores:

<http://globenewswire.com/news-release/2014/12/21/693144/10113179/en/SubscriberWise-Founder-Provides-New-Evidence-of-the-Existence-of-Lender-Based-Perfect-Credit-Scores-after-Receiving-a-Credit-Score-Disclosure-Notice-from-SunTrust-Bank.html>

About David Howe and SubscriberWise

David Howe is founder and president of SubscriberWise. He is also a consultant and credit manager for MCTV. During his 18-year career at MCTV, Howe has reviewed more than 50,000 credit submissions. At MCTV, Howe is responsible for the bad debt and equipment losses for the entire enterprise which expands multiple counties and includes 47,000 subscribers with annual sales of more than \$60 million dollars. Howe's 3-decade experience with credit and FICO scores in particular has translated into an average annual return on investment in excess of 5000 percent for MCTV and SubscriberWise member operators around the nation.

Howe is the only known individual – living or deceased – to have obtained simultaneous perfect FICO 850 scores across every national credit bureau. Howe has also obtained simultaneous perfect Vantage scores at Equifax, Experian, and TransUnion. Howe has obtained FICO Professional Certification and is also the first and only citizen of the world to describe and report the details of the perfect FICO and Vantage scores to U.S. reporters.

Howe produced and published two videos on the subject of perfect credit: FICO 850 Credit Report Facts and FICO Scores: The Facts. The first general-purpose FICO scores were debuted a quarter century ago.

SubscriberWise® launched as the first U.S. issuing consumer reporting agency exclusively for the cable industry in 2006. The company filed extensive documentation and end-user agreements to

access TransUnion's consumer database. TransUnion approved the request as part of a pilot project in 2007. In 2009, SubscriberWise and TransUnion announced a joint marketing agreement for the benefit of America's independent cable operators (<http://www.subscriberwise.com/TransUnionJointMarketing.pdf>). SubscriberWise also became the first American company to integrate and launch the FICO 8 Score for every U.S. member operator. In 2014, SubscriberWise became the first organization in the nation to launch the FICO 9 Score. Today SubscriberWise is a risk management preferred-solutions provider for the National Cable Television Cooperative. The NCTC (<http://www.nctconline.org>) helps nearly 1000 members nationwide.

SubscriberWise contributions to the communications industry are today quantified in the tens of millions of dollars annually.

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