



CLEARLY
Exceptional



Table of Contents

- 1* LETTER FROM THE CEO
- 2* SERVING OUR COMMUNITIES
- 3* INCREASING COMMUNITY INVOLVEMENT
- 4* GETTING THE WORD OUT
- 5* IDENTIFYING THE NEED
- 7* RECOGNIZING FINANCIAL SUPPORT
- 8* DEMONSTRATING EXCELLENCE
- 9* WORDS OF GRATITUDE
- 10* BOARD OF DIRECTORS



Clearly Exceptional

When I think about ClearPoint's accomplishments in 2010, the term "clearly exceptional" comes to mind. How did we distinguish ourselves as a financial education leader in the 50 communities we serve?

- We added "HUD Reverse Mortgage National Intermediary" to our industry distinctions, with over 30 Reverse Mortgage Counseling certified counselors on staff.
- We grew our media outreach, educating consumers about the dangers of debt settlement and advising them of new financial protections by appearing in more local, regional and national news stories than ever before.
- We expanded the reach of our services through over 20 strategic alliances with community organizations and financial institutions.
- We counseled 15,772 distressed homeowners, helping them review their financial options in the face of foreclosure.
- We completed re-certification with the Council on Accreditation, demonstrating our continued commitment to excellence.

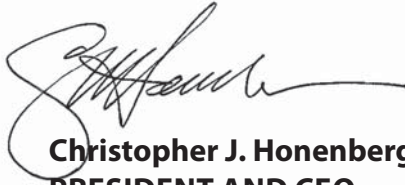


In 2010, more than 100,000 consumers from across the United States and service members abroad came to ClearPoint for financial counseling. The high quality, professional service they received from our trained and certified staff is evidenced in our unblemished record of zero unresolved Better Business Bureau™ complaints. I am proud of this multi-year record, made more remarkable by the fact that we meet people at the most difficult point in their financial lives as they struggle with the hardship of crushing debt.

Through the generosity of some of our strategic partners and corporate contributors, ClearPoint equipped each of its community offices with state-of-the-art technology that allows our local counselors to provide high-quality educational presentations from our unique library of financial capability curricula that addresses issues like Surviving Financial Setbacks, The Wise Use of Credit and Protecting Yourself Against Identity Theft. We are proud to make these programs available in both English and Spanish. All of our branch financial specialists are committed to meeting the financial education outreach needs of their communities, and these resources support our core mission.

Our corporate affiliations with national service providers like AON Hewitt® and national employers, Target® among them, allow us to efficiently and effectively communicate how we can help people in need. Soon, our financial life skills course for college students, Financial Firsts™, will be available through Pearson Higher Education®, the world's largest academic publisher.

In 2010, ClearPoint encountered both challenges and opportunities. Our accomplishments are building blocks to even greater achievements in 2011. I want to express my profound appreciation to my wonderful ClearPoint staff, who serve our clients with knowledge, professionalism and compassion. Their daily commitment to ClearPoint's mission to promote Consumer Health Through Financial Education made 2010 a clearly exceptional year.


Christopher J. Honenberger
PRESIDENT AND CEO

In 2010, ClearPoint continued to expand and strengthen its involvement in communities across the country. We built strategic alliances with several reputable credit unions, community banks and organizations, and strengthened our resolve and commitment to make ClearPoint's services readily available to those who need them. We would like to thank each one of our strategic alliance partners for working with us to provide an invaluable service to our communities, and look forward to continuing our work together.

REGIONAL STRATEGIC ALLIANCES

ClearPoint continued to build strategic alliances with community banks, credit unions, employee assistance programs, major employers and community colleges including:

Heartland – 2010

- Arsenal Credit Union
- C-Plant Credit Union
- River Regions Credit Union
- Plumbers' & Pipefitters' Local Union 562

Atlantic – 2010

- Call Federal Credit Union
- Fort Lee Federal Credit Union
- Langley Federal Credit Union
- DuPont Fibers Federal Credit Union
- Peoples Advantage Federal Credit Union
- Union First Market Bank
- AON/Hewitt
- Burke & Herbert Bank & Trust
- Henrico Employment Transition Center
- EVB (Eastern Virginia Bankshares)

Pacific – 2010

- Asian Resources Broadway Career Center
- Catholic Charities, Diocese of Stockton
- CHIRPLA
- City of Palmdale Redevelopment Agency
- Corporation for Better Housing
- First Entertainment Credit Union
- First Imperial Credit Union
- Fresno County Federal Credit Union
- King County WorkSource Career Connections
- LA Family Housing HomeAgain
- Pfaffinger Foundation
- Sacramento Credit Union
- SAFE Credit Union
- San Joaquin Delta College
- Schools Federal Credit Union
- Snohomish County Legal Services
- State Center Credit Union
- State Compensation Insurance Fund
- The Mexican Consulate in Fresno
- The Mexican Consulate in Los Angeles
- The Mexican Consulate in Sacramento
- The Mexican Consulate in San Bernardino
- Valley First Credit Union
- Portland Housing Bureau RentWell



NATIONAL REFERRAL PARTNER

In 2010, ClearPoint became Target's Preferred Financial Counseling Referral Partner for employees nationally.

LINC

ClearPoint Credit Counseling Solutions received the Outstanding Business Award which recognizes a law firm or business whose committed pro bono work has improved the lives of cancer patients and their families in our community. This award recognizes an organization for its outstanding efforts in improving the lives of cancer patients and their families in our community with their donated expertise.



ClearPoint Financial Specialist Andy Grasso and President and CEO Chris Honenberger.



FINANCIAL FIRSTS/PEARSON

ClearPoint and Pearson Education/Prentice Hall, one of the largest educational publishers in the nation, have come together to publish Financial Firsts™, a financial education curriculum for matriculating high school seniors and college-aged youth. Upon request, ClearPoint Financial Specialists deliver a series of workshops at community colleges and nonprofit organizations within our national footprint. Workshops include topics such as: First checking account, first job, first car, first credit card, first home-away-from-home and first college education. The Financial Firsts™ program was also expanded to target a broader range of students by providing video content on ClearPoint's website.



EXCEPTIONAL EMPLOYEES

At our 2010 Annual Employee meetings, we gave special recognition to several exceptional employees who went above and beyond and contributed invaluable to ClearPoint's mission.

Barry Coleman, ClearPoint's compliance project manager, received the Eugene Poelker Award for his outstanding contributions to ClearPoint's mission, especially his work with our COA reaccreditation process. Maria Rodriguez, a financial specialist in Fresno, was awarded the Norman Porch Award. Each year this goes to the employee who best exemplifies dedication to ClearPoint's mission. Maria has led outstanding outreach and presentations, especially with financial literacy work in the Spanish-speaking community.



Left: Barry Coleman, recipient of the Eugene Poelker Award.

Right: Maria Rodriguez received the prestigious Grizzly Award from Bank on California in recognition of her passion for helping the underserved and underprivileged access financial education.

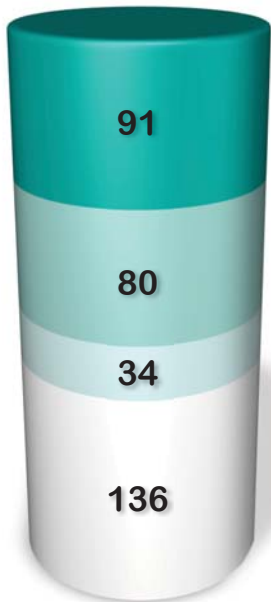
ClearPoint is a member of the Consumer Federation of America and a national partner with the Jump\$tart Coalition.



Consumer Federation of America



Getting the Word Out



TOTAL 341

2010 Media Interviews

- Internet - 91
- Print - 80
- Radio - 34
- Television - 136

2010 was a challenging year for the credit counseling industry. ClearPoint saw a decline in the number of consumers seeking credit counseling, and an increase in housing-related issues. Our multi-channel communications strategy enabled us to respond to changing needs and quickly provide them with new information. Media Relations were quick to inform consumers about new rules in the CARD Act, and warn them about the dangers posed by debt settlement. Other highlights of the year in media include:

ClearPoint expanded our web presence by launching a complete website redesign and adding dynamic content, including video, calculators, blogs, message boards and chat, and becoming integrated with social media agents like Facebook and Twitter, greatly enhancing financial education resources. Even as total industry search volume fell, ClearPoint attracted a larger share of site visits, with users spending more time on and navigating to deeper pages within the site.



View many of ClearPoint's hundreds of media stories by clicking the television icon at www.ClearPointFS.org.

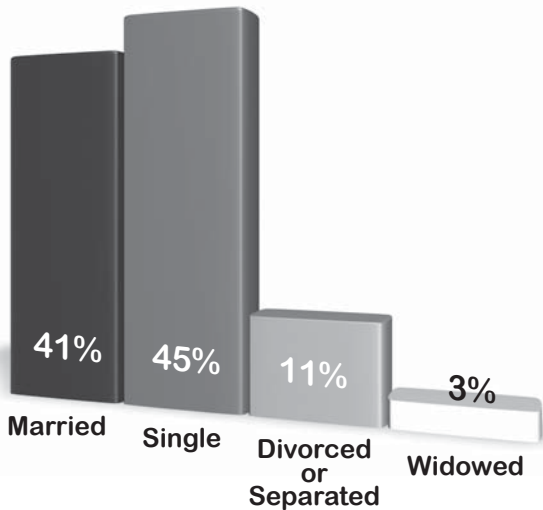


With the recent launch of our interactive budget calculator, consumers are now able to produce a working budget instantly. This online budgeting tool incorporates credit counseling advice to help consumers achieve their short-term and long-term financial goals. The application features five savings-oriented modules: Buy a Home, Fund Retirement, Save for College, Pay Down Debt and Buy a Car.

"WORD OF MOUTH" EFFORTS

ClearPoint launched a Word-of-Mouth (WOM) campaign in 2010, to help connect on a more personal level with both our new and existing client base, and to assure our clients that we are available as an educational resource even after they complete a Debt Management Program with ClearPoint. Our regular communication vehicles inform our clients of new articles and interactive tools on our websites, and encourage participation in social networks.

MARITAL STATUS



Gender

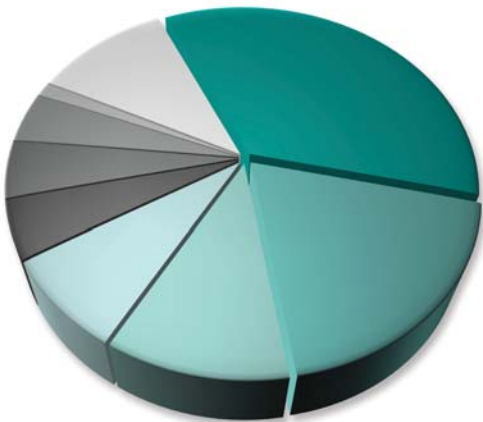


CLIENTS ON OUR DEBT MANAGEMENT PROGRAMS

Average Gross Income **\$56,820**
 Average Unsecured Debt **\$21,119**
 Average Age **48**
 Average Number of Creditors **9**

CAUSES FOR FINANCIAL DISTRESS

- Reduced Income - 35%
- Poor Money Management/Excessive Spending - 19.3%
- Unemployment - 11%
- Increased Home/Living/Auto Expenses - 8%
- Unexpected Medical Expense/Injury/Illness- 5%
- Divorced or Separated - 5%
- Payment Delinquency - 4.5%
- Increased Home Interest Rate (ARM) - 1.2%
- Other - 11%



\$156,880,018
Total Debt Repaid to Creditors by ClearPoint Clients



101,509
Total Number of Clients Counseled

Identifying the Need

EXPANDING SERVICES TO THE LATINO COMMUNITY

We are providing our Latino communities with a growing selection of services catered specifically to meet their unique needs.

- For the second year in a row, ClearPoint held a series of homeownership events in conjunction with the Mexican Consulate in Sacramento, CA. This year we trademarked the name 'Abriendas Las Puertas de Su Hogar' or 'Opening Doors' to convey the spirit of the events. The series included a housing fair, three workshops and seven media appearances. We served over 200 families over a two-week period.
- Our Financial Specialist in Fresno, CA, Maria Rodriguez, was presented with a "Grizzly Award" by Bank on California for her work with the Spanish speaking community in partnership with Wells Fargo and the United Way.
- Our call volume grew steadily on our Spanish New Caller Line to almost 10,000 calls over the course of 2010. This accounted for approximately 6.9% of our overall call volume by year end.



Types of Counseling

- **Credit Counseling Related - 65.6%**
- **Mortgage Counseling Sessions - 22.6%**
- **Pre-Purchase - 0.3%**
- **Reverse Mortgage - 2.5%**
- **Bankruptcy - 9%**

HOUSING

ClearPoint's housing counseling services have experienced exponential growth during 2010. We were fortunate to receive a healthy grant from The Department of Housing and Urban Development (HUD) in the amount of \$1,082,433 for comprehensive counseling services and \$899,655 for reverse mortgage counseling services. This grant was the 9th highest awarded in the nation and the 3rd largest for an NFCC-certified agency.

We also expanded our Home Equality Conversion Mortgage (HECM) counseling capacity in 2010. This grant was larger by 724% over the previous year, which amounted in the 5th largest HECM grant in the nation and the 3rd largest for an NFCC-certified agency.

PARTNERSHIP WITH THE BBB



ClearPoint continues to provide thousands of consumers with unbiased advice through its sponsorship of financial education tips and videos at www.us.bbb.org/financialtips.

Without the support of grants, creditors and clients, we would not be able to provide our services to the communities that need them most. We are grateful for every dime of financial support we received in 2010, and feel proud that we were able to use those funds to educate consumers by incorporating inspirational video into our multi-media programs.

GRANTS AND CONTRIBUTIONS - 2010

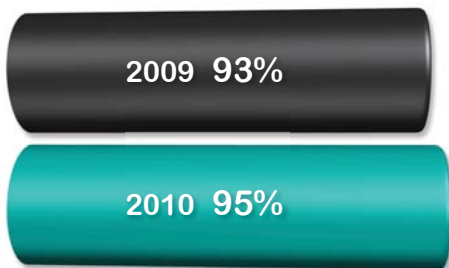


CUSTOMER SATISFACTION

ClearPoint continually strives to ensure that our clients are happy with the services they receive during community financial education workshops. Some of the details we measure include:

- The presenter was knowledgeable, informative, and engaged the audience throughout the presentation.
- The topic discussed and the material presented was useful and relevant to me.
- I will be able to use this information in my future financial planning.

We improved our overall level of customer satisfaction in 2010, paying close attention to our clients needs and requests.



Overall Customer Satisfaction

2010 GRANTS AND CONTRIBUTIONS

Over \$10,000

- Bank of America Foundation
- Citi
- City of Fresno
- Department of Housing and Urban Development (HUD)
- National Foreclosure Mitigation Counseling Program (NFMCP)
- Pfaffinger Foundation
- Sacramento Credit Union
- US Bank
- Wells Fargo



COA REACCREDITATION

ClearPoint went through the Council on Accreditation (COA) re-accreditation process in 2010, in which a very detailed self-study document provided evidence that ClearPoint has implemented the COA accreditation standards throughout our organization. A COA peer review team visited and spent one week verifying the documentation.

We received high ratings and were expedited through the process because we had no 'out of compliance' ratings on any of the fundamental practice standards. In addition, a number of our standard categories listed our organizational strengths:

Ethics - Agency makes ethics among the employees and board a high priority. Demonstrates a strong desire to make ethical practices an important part of the agency's service plans.

Financial Management - Agency has knowledgeable and extremely qualified people in place, and the policies and procedures reflect that.

Performance and Quality Improvement - The agency has a strong and detailed PQI Program in place. The agency utilizes the PQI Program to improve services, evaluate long range goals, and to better serve the community.



RICHTECH NOMINATION

In February, 2010, ClearPoint was nominated for the 2010 RichTech Technology Innovation: Financial & Professional Services award. The award is given to an organization whose use of existing, new or emerging technology creates significant new processes, methodologies and/or services benefiting themselves or others in the finance & professional services vertical. ClearPoint was one of the five finalists for 2010 selected for this award. We used Apple® technology (specifically Ipad Touches and Macbooks) to provide quality educational outreach presentations within the communities we serve. These presentations incorporate videos from clients, ClearPoint financial specialists, and other industry professionals to enhance the material and make the presentation more engaging. Having this technology affords our financial specialists the opportunity to present important financial education at ANY time and in ANY location – at the touch of a finger.



Our Financial Specialists work hard every day to educate clients, provide a reassuring voice and produce ‘clearly exceptional’ results. Our clients noticed, and many took the time to share with us how they felt:

“Thank you for your unending support and kind understanding! We will never be able to express what joy is in our hearts. I know that we are only one client out of probably millions, but we feel as if you have been there just for us. You have provided support and a listening ear for us that goes above and beyond the call of duty.” *Randall and Kaye W.*

“You have been patient, understanding, and respectful to me. I could not have done it without your assistance, your care, and your grace. Even though I have officially completed my relationship with ClearPoint, I continue to recommend you and ClearPoint Financial Solutions to people I know who need help.” *Susan W.*

“In a world where customer service is not always important to businesses, agencies and organizations, it was clear to me that it was at Clearpoint Financial and especially with [my Financial Specialist] who always gave her time to help when it was needed.” *Stacy S.*

“I just wanted to let you know that I JUST PAID OFF MY LAST \$1339.54 to my LAST credit card!!! YEAH!!!!!!!!!!!! THIS IS AN AMAZING FEELING!!!!!!!!!!!! I can't thank you enough for your help the last three years. You have been incredibly helpful and supportive.” *Natalia A.*

“The simple truth is, I could not have paid off my outstanding loans (20k+), increased my credit score to 785 or purchased a brand new home without ClearPoint. I am now actively in the market for a new car.” *David K.*

“I'm very happy with the progress I've made. ClearPoint has been a lifesaver. When I look at my monthly statements and see zeros in the balances and my total balance decreasing, it's a good feeling. I promise not to go down this road again.” *Yolanda T.*

“I'd like to take this opportunity to thank you for all of your help over the past 22 months. Given the situation - I'd have to say you've made this a very bearable - if not close to enjoyable - experience. I know I couldn't have done this without ClearPoint's help.” *Randy L.*

“I really appreciate everything you all have done for us to help us get out of debt. This means so much. It is also very nice not to use a credit card which we haven't done in a long time now. I will never use another credit card.”
Lisa H.



Board of Directors

Roger B. Ball - President
Call Federal Credit Union

Charles Bruen - President & CEO
First Entertainment Credit Union

Michael F. Bumpass - President & CEO
FirstPoint Resources, Inc.

Catherine K. Gamble - Finance Director
Fox Sports Net Midwest

Paul W. Howle, III
Retired, Wachovia Bank

Paul W. Jacobs, II, Esq.
Christian, Barton, L.L.P.

Gerhard J. Petzall, Esq.
Guilfoil, Petzall and Shoemake, L.L.C.

Dwight J. Prevo - V.P. Community Development
Wells Fargo & Co.

Rosemary M. Pulliam
Retired, World Financial Group

Prof. Daniel P. Salandro - Associate Professor, Finance
Virginia Commonwealth University

Ann Stahl - Adjunct Professor
California State University, Northridge

Dianne H. Williams - Director Communications
St. Louis Metro

Albert F. (Duff) Young, Jr.
Perspective Advisors, L.L.C.



clearpoint

CREDIT COUNSELING SOLUTIONS®

Main Office
8000 Franklin Farms Drive
Richmond, VA 23229

877-877-1995
www.ClearPointFS.org