



Market Activity Report from CoreLogic®

Clients need a solution that provides insight into market activity to improve business development efforts.

With the right information you are better equipped to accurately focus on the markets that will best help you to meet your business development and customer acquisition goals. Introducing Market Activity Report from CoreLogic, your key to market intelligence.

The analytics provided by Market Activity Report, enable you to rank order CBSA's on a nationwide level and boost your business development efforts by exploring historical trends, current statistics and forecasts.

Easily access all the information necessary to make an informed decision on the current and forecasted strength of a market, before spending investment dollars. Better understand the long-range regional considerations of sustainability over a short-term focus.

By combining information from the following CoreLogic solutions, quickly and easily surmise market activity, at the zip code level, for the largest CBSAs around the country:

- ▶ **Forecast Purchase Model** – Know the Year-Over-Year projected growth rates for the largest residential mortgage lenders within a CBSA
- ▶ **Market Condition Indicator** – Understand if a market is over-valued, undervalued, or neutral
- ▶ **Investor Analysis** – Know the share of investors and investment properties with a given CBSA
- ▶ **MarketTrends Overview** – See the trends in delinquencies, REOs, and foreclosures, as well as the HPI Forecast
 - ◆ **Negative Equity Share** – Do potential borrowers have equity or are they still underwater on their existing loans?
 - ◆ **Income vs. Sales Price** – Where are the affordable homes within a CBSA?
- ▶ **ListingTrends Overview**
 - ◆ Discover how long it takes homes to sell in various locations within a CBSA
 - ◆ See which zip codes host the most expensive listings
- ▶ **Labor Statistics and Rental information**
 - ◆ Determine if unemployment is growing or shrinking for a CBSA
 - ◆ Determine how rental rates and capitalization rates perform for a market, compared to state and national averages

ADVISORY SERVICES

Additional information which may be appended to the Market Activity Report includes:

- ▶ **Permits** – Breakdown of new activity, remodels, upgrades
- ▶ **Homebuilder Rollup** – Identify the largest homebuilders and their competitive landscape by activity within a CBSA
- ▶ **Loan Origination Activity** – (coming soon) use MLS data to identify Loan Origination organizations and Loan Originator activity within specific submarkets.

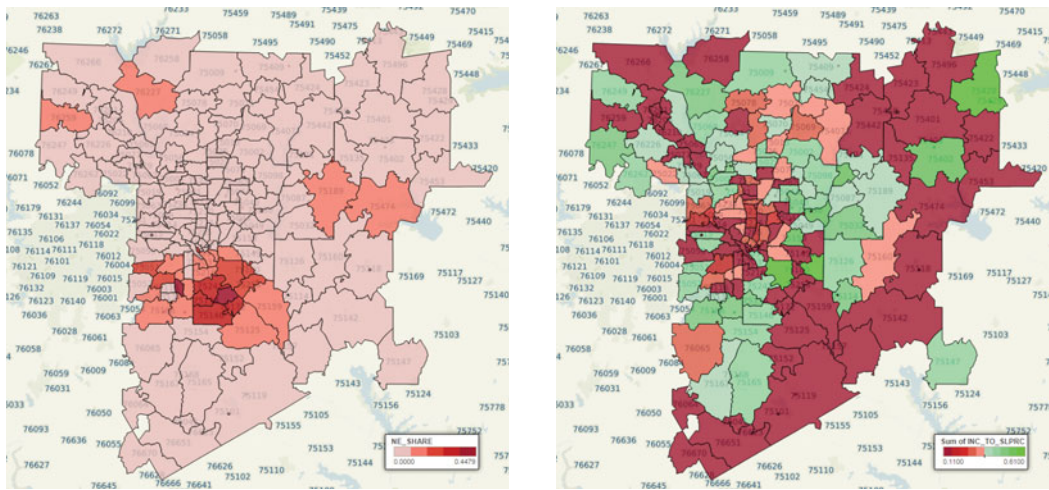
Examples of Market Activity Report Uses:

| Line of Business | Need/Usage | Solution |
|------------------------------------|---|---|
| Marketing | Understand geographic areas to focus direct mail and/or retail operations for customer acquisition. | Know year over year growth projections, concentrations of delinquencies or improving markets. |
| Portfolio Management | Understand geographic risk associated with current or future portfolios. | Enable portfolio managers to understand geographic risk based on changes in values, delinquencies and listings. |
| Home Builders | Understand which lenders are forecasted to generate the most volume and where path of growth lies. | Use a combination of lending, permit and economic data to identify where (in a CBSA) to focus efforts. |
| Investments/Mergers & Acquisitions | Understand new geographic areas to focus expansion or acquisition of lines of business. | Know overall market activity at the CBSA level to understand level of economic and geographic risk as part of investment. |

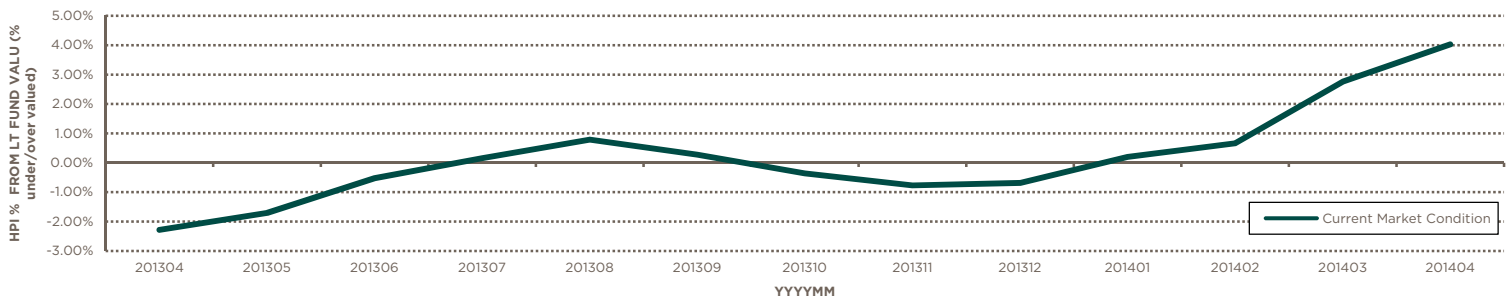
The Market Activity Report is available in the following five formats:

1. Residential Mortgage Lending and Market Analysis
2. Commercial Mortgage Lending and Market Analysis
3. General Market Analysis
4. Portfolio Management for Residential Lending
5. Portfolio Management for Commercial Lending

NEGATIVE EQUITY SHARE AND AVERAGE HOUSEHOLD INCOME PER SALES PRICE



MARKET CONDITION TRENDING



Source: CoreLogic Real Estate Analytics Suite - Market Condition Indicators. Data as of April 2014.

Let CoreLogic assist with your business development efforts by providing insight into market activity.

FOR MORE INFORMATION PLEASE CALL 866-774-3282

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1-MKTACT-0814-00



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