

SOLUTION ABSTRACT

Mortgage Prospecting & Lead Generation

Target The Right Audience

A Mortgage Originator Needed:

- ▶ Client sought to maximize response and minimize fall-out of a direct marketing effort.
- ▶ Required a list enhancement source to identify customers eligible to eliminate PMI with a lower interest rate loan accompanied by dramatic property value appreciation.

Solution:

- ▶ ListSource™ from CoreLogic® - solution for local or national marketing leads with fresh and precise property and homeowner information.
- ▶ Using ListSource, the client identified 25,000 prospective applicant files using a combination of property and mortgage characteristics.

Results*:

- ▶ Results far exceeded the performance targets.
- ▶ The test mailing doubled response rates from the clients prior campaign performance.
- ▶ Nearly half were converted to loan applications with more than eight out of ten resulting in a closed loan.
- ▶ The president of the firm considers the test campaign “a financial home run” generating gross profits nearly ten times the campaigns total cost.
- ▶ A statewide campaign was prepared to leverage the financial performance of the test.

* Results are estimates and actual returns and/or savings will vary based on a number of product and client factors.

FOR MORE INFORMATION PLEASE CALL 866-774-3282

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