



Gain Predictive Insight

Loan Propensity Models from CoreLogic®

Knowing the likelihood or propensity of an individual to purchase a new home or take out an equity loan in the next 6 months can benefit every marketer and key stakeholder in the mortgage and real estate markets. Many lenders, servicers, and investors leverage this information in order to manage the risk and identify their best customers, prospects and upsell opportunities.

Proactive marketers use CoreLogic propensity scores to power their campaigns and boost response rates. The combination of our predictive models and CoreLogic data can help improve campaign performance by two-fold. Our proven models can also be added to your CRM and combined with a broad array of data for expanded insights on customers and prospects.

Our propensity models leverage CoreLogic data sets including public records, listings, sales transactions, valuation and rental data. The model is tailored for homeowner and renter segments with over 800 predictive variables to create the most accurate model possible. These attributes were created based on neighborhood, household and individual characteristics. Both models have been tested in the market and are proven to be highly predictive.

Propensity models from CoreLogic provide a numeric score that indicates how likely an individual is to take out a specific loan type in the next 6 months. Model scores include:

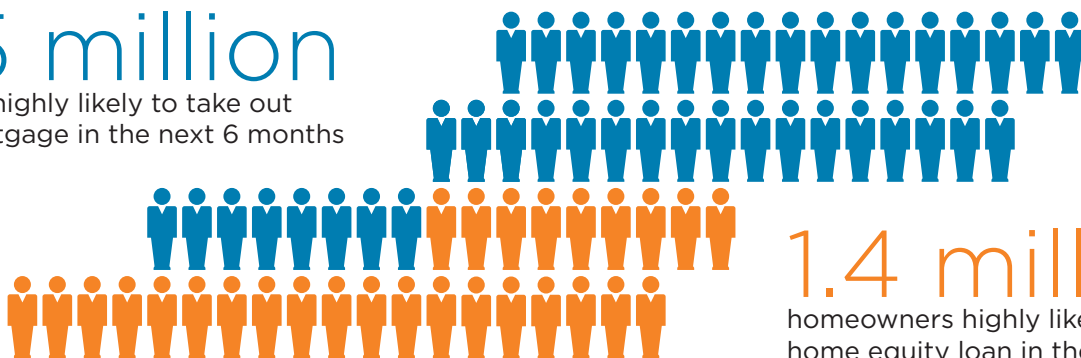
- ▶ New Purchase Loan
- ▶ Home Equity Line or Loan

The model scores provide accurate and actionable insight to identify individuals who are likely to respond to your offer. With CoreLogic, you will have an advantage with access to comprehensive homeowner, property and mortgage intelligence. Get a complete view of prospects and customers that can be used to tailor messaging and target the right offer to the highest value prospects who are ready to respond.

Whether you need bulk data on borrowers in a specific geography, or want to append scores to your existing customers, CoreLogic can deliver Propensity Models that are predictive and backed by the nation's largest online property and ownership database.

3.65 million

homeowners highly likely to take out purchase mortgage in the next 6 months



1.4 million

homeowners highly likely to take out home equity loan in the next 6 months

*Note: Database evaluated as of April 1, 2015

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