



# Total Home Value

for Marketing

## Improve Marketing Results Through Better Targeting

Total Home Value for Marketing is an automated valuation model (AVM) designed for high-volume direct marketers, marketing firms, financial institutions, mortgage companies, and home insurers seeking to reduce acquisition cost, increase customer retention, and enhance up-sell/cross-sell opportunities. By leveraging refined customer segmentation and enhanced list yield with dependable home valuation information, you can gain a more reliable picture of potential prospects.

With one of the highest hit rates of any offering within the Total Home Value AVM suite, Total Home Value for Marketing helps provide a higher likelihood that the properties you select can be valued so that you don't leave any viable prospects on the table. With reliable and consistent results, Total Home Value for Marketing helps fine tune your marketing decisions and maximize your ROI.

## Fast Processing

Total Home Value for Marketing can return valuations at the rate of 120 properties per second – which equates to over 400,000 valuations per hour. Simply provide a list of addresses, or your marketing criteria, such as geography and home value targets - or work with our CoreLogic team to identify targets.

## Multiple Delivery Methods

To make it easy for you to incorporate Total Home Value for Marketing into your marketing processes, we have developed multiple delivery methods to suit your individual needs. Delivery channels include system to system API and batch. Self-service batch via RealQuest is also available for clients who want the autonomy to access home valuations at the rate of 60,000 properties per hour.

## The CoreLogic Advantage

CoreLogic has been building property valuation and collateral risk management tools for more than 20 years and remains at the market forefront by continually refining our solutions. That's why 8 of the top 10 mortgage lenders rely on CoreLogic for automated valuations. We continue to innovate our AVM solutions, backed by the maturity, stability and consistency you've come to trust.

**For more information please call 866-774-3282.**

VALUATION  
SOLUTIONS

## PRODUCT HIGHLIGHTS

- ▶ Increase revenue by targeting prospects more effectively
- ▶ High hit-rate ensures maximum coverage
- ▶ Predicted value and value range available
- ▶ Multiple delivery methods to meet your individual needs
- ▶ Comprehensive and rigorous nightly blind testing to ensure continued model integrity

[corelogic.com](http://corelogic.com)