



CoreLogic®



ListSource™

The Standard in Direct
Marketing Research and List
Generation



Sales and marketing professionals require an unparalleled information resource to secure more business before their competition. Current and comprehensive data is vital to successful marketing. From data acquisition to standardization and delivery, CoreLogic offers the most targeted, purpose-built solution in the industry.

Use property & ownership information to research your best prospects and create targeted lists for your next marketing campaign.

Achieve an immediate market advantage

ListSource from CoreLogic is used by thousands of marketing professionals specializing in homeowner mortgage and investor services as well as retail consumer goods, and more.

- ▶ Access property data in more than 94 percent of the U.S.
- ▶ Create targeted homeowner lists with access to hundreds of property, loan and demographic attributes
- ▶ Manage your lists more efficiently by viewing counting instantly as criteria is added or deleted
- ▶ Build custom searches and save searches for future use
- ▶ Print and download your customized direct marketing lists for up to 180 days after ordering

Templates enable users to quickly get started. Choose from more than a dozen based on your marketing or research need. At anytime you can enhance your search by adding additional criteria.

Pre-structured List Templates

Save Time with Simplified Searching.

The following are templates that empower users to quickly get started building lists. Use one of the following templates as a starting point then customize your criteria based on your specific marketing effort.

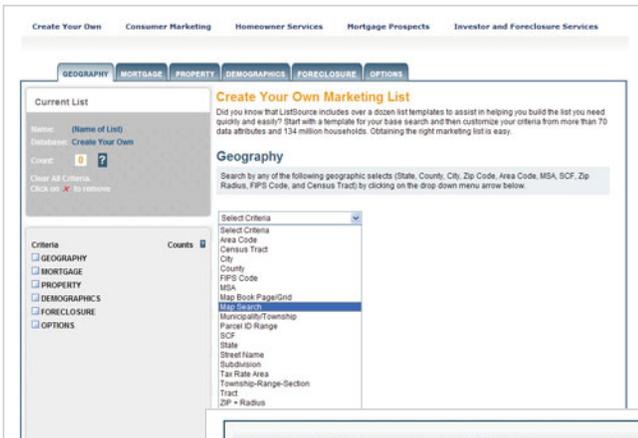
List Template	Description	Sample List Applications
Absentee Owners	Spot potential investors by locating property owners with an absentee mailing address within a state or out of state. Build specialized marketing programs focused on offering home improvement or property management services.	<ul style="list-style-type: none">▶ Locate vacation property candidates▶ Conduct telemarketing and other services▶ Target email opportunities
Foreclosure Prospects	Identify properties and owners progressing through the foreclosure process, including default (pre-foreclosure) initiated, pending auction sale and bank-owned (REO) properties.	<ul style="list-style-type: none">▶ Identify the real estate landscape of a specific area▶ Spot candidates in need of credit counseling services
Insurance Prospects	Locate homeowners for a variety of insurance needs including: Disaster Recovery, Identity Theft, and Renter's/Homeowner's Insurance.	<ul style="list-style-type: none">▶ Market insurance products to homeowners▶ Discover the competitive landscape and market your products to your competitors customers
Nearby Properties	Canvass a particular neighborhood by searching properties near a target property, intersection or general vicinity. Tailor your search using individual or household demographics to surgically target the right audience to your product or service.	<ul style="list-style-type: none">▶ Market homeowners for current or future home repair projects▶ Communicate with citizens on community services and events
New Homeowners	Pinpoint people who have bought homes within the past 12 months. These folks are often a good match for minor to major home improvement needs such as new carpeting, pool maintenance, or landscape development.	<ul style="list-style-type: none">▶ Contact homeowners for local infrastructure projects▶ Market services to homeowners that may be in the market to move/upgrade
Convert Adjustable Rate Mortgages	Address the issues facing homeowners with an upcoming ARM reset date with a loan modification, refinance or credit counseling program.	<ul style="list-style-type: none">▶ Identify candidates that may be eligible for loan modifications
Estimated Equity	Seek homeowners based on the estimated available equity on their property in terms of dollars (\$) or a percentage (%). Estimates are based on our proprietary AVM (Automated Valuation Model).	<ul style="list-style-type: none">▶ Locate homeowners with equity in their homes▶ Target homeowners who are prime candidates for a cash-out refinance loan or loan modification



List Template	Description	Sample List Applications
FHA/VA Loan Prospects	Locate homeowners with high interest FHA or VA military loans.	<ul style="list-style-type: none">▶ Suppress ineligible candidates/targets▶ Target choice candidates to convert to a conventional loan
Lender Specific	Distinguish lenders for your marketing campaign using the “filter” feature (to search by lender names) to build your targeted lender-specific list.	<ul style="list-style-type: none">▶ Market loan programs to competitor’s borrowers▶ Research the types of loans that competitors are offering
Mortgage Consolidation	Identify homeowners with multiple mortgages (First Mortgage + all junior mortgages) as prime candidates for mortgage consolidation. Market your campaign on loan consolidation for cash-out, rate reduction, or limited monthly payment obligations with certainty.	<ul style="list-style-type: none">▶ Market loan consolidation products▶ Target homeowners who may be good candidates for loan counseling services
Private Lender	Spot homeowners with a private party loan.	<ul style="list-style-type: none">▶ Locate candidates who may be interested in financing with a lending institution
Private Mortgage Insurance Removal	Target prime candidates for refinance as the equity in their home increases over time and their PMI payment is no longer a requirement. With the potential of increased disposable income, these homeowners are excellent additions to consumer marketing campaigns.	<ul style="list-style-type: none">▶ Pinpoint candidates with newly available discretionary income▶ Locate candidates who may be interested in investment opportunities
Rate & Term Reduction	Access a list of homeowners with high interest rates on their current mortgage or with mortgage terms of over 30 years.	<ul style="list-style-type: none">▶ Target candidates who may be interested in refinancing
Reverse Mortgage Prospects	Find potential FHA Reverse Mortgage candidates based on age and current mortgage information. Using this list, you can confidently speak on the advantages of accessing equity and increasing monthly income.	<ul style="list-style-type: none">▶ Sell services to candidates who may have additional monthly income▶ Market age-related services to this audience
Seller Carrybacks	Locate properties with financing by the seller.	<ul style="list-style-type: none">▶ Spot candidates who may be interested in financing with a lending institution▶ Target candidates who may be interested in refinancing
Subprime Loans	Tap into the subprime loan market by targeting specific lenders or lender type.	<ul style="list-style-type: none">▶ Target homeowners who may be interested in refinancing to a conventional loan

Map-based Searching

Visually target your direct marketing prospects.

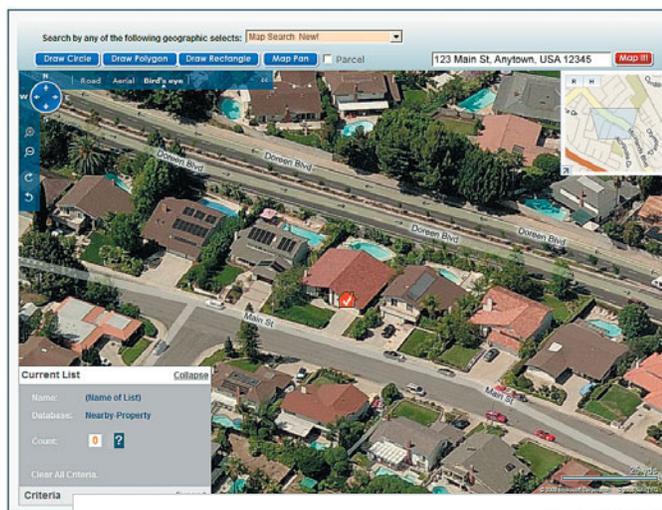


Whether you're a direct marketer needing to market your home maintenance or improvement services, a lender wanting to target candidates for refinance, or a small business needing to market to homes near your business, ListSource provides a flexible and targeted approach to building prospect lists using a map. Identify properties by points of interest, cross streets and more.

ListSource includes interactive map-based searching—a powerful method to target a geographical area using street map intelligence for precision marketing. Using our interactive map and drawing tools, define your target area to search for the right audience.

Use the query or map-based search option. Using the map-based search, users can enter various criteria to zoom to an area:

- ▶ Subject property address
- ▶ City and state
- ▶ Zip Code



- ▶ View parcel boundaries and street map information
- ▶ Rotate and zoom in and out with ease using a mini-map
- ▶ Use geometric drawing tools to outline your search area
- ▶ Build queries and obtain counts on the fly

The fusion of the interactive map-based searching with the new data elements, further propel ListSource as the new standard for on-demand direct marketing list generation.



Expand or collapse the dynamic counts box as needed and move the box anywhere within the map page.

Administrative Functionality

Empower your users and control your expenses.

The Customer Center feature within ListSource provides a new level of control and administrative functionality to better manage your account as well as individual end-user access. Within Customer Center, you can set user limits to better allocate lead usage and related costs. Additionally, this administrative control helps organizations better manage their marketing budgets by avoiding overruns.

As a self-serve account management module, Customer Center allows administrators to manage, monitor and control user access including:

- ▶ Turn on/off individual search fields or groups of search fields
- ▶ Limit premium or select options for use by a particular user or group of users
- ▶ Set Limits (dollar or quantity) to control cost and create differentiating offers using the group structure

Customer Center
Contract 34066

34066 - Active [F.A.Q.]
Effective Date: 06/05/08 - 09/01/09
Revised: Signed on 06/07/2008

View My
Usage Activity
Current Changes
Change History

Manage My
Create Group
Set Group Access
Set User Access
Edit Users & Groups

Edit My
Profile

Set group access limits
Use this tool to control access to specific Bundles and/or Elements, State and/or County to your Group(s) (i.e. for a Branch location). This will limit the bundle elements / geography available to be used as search criteria on ListSource.

Group: Test Group Prefix FAQ | Select Subgroup | [Lookup]
Package: ListSource - Nationwide Commitment

Set Bundle Elements: Set Geography: Set Limits
Select the Bundle, Elements to set access to Report Fields

Important Note:
1) Any previously arranged contractual agreement or access will supersede the group/user access set here.
2) Only open line elements will be saved.

Field Display:

<input type="checkbox"/>	Geography
<input type="checkbox"/>	Mortgage
<input type="checkbox"/>	Adjustable Rate Rider
<input type="checkbox"/>	Property
<input type="checkbox"/>	Demographic
<input type="checkbox"/>	Foreclosure - Default Pre-Foreclosure
<input type="checkbox"/>	Foreclosure - Auction Sale Pending
<input type="checkbox"/>	Foreclosure - Bank-Owned (REO)
<input type="checkbox"/>	Options
<input type="checkbox"/>	Convert Adjustable Rate Mortgages
<input type="checkbox"/>	Foreclosure Specialty List

On/Off Indicators

<input checked="" type="checkbox"/>	(All)		
<input checked="" type="checkbox"/>	Default Pre-Foreclosure Initiated		
<input checked="" type="checkbox"/>	Auction Sale Pending		
<input checked="" type="checkbox"/>	Bank-Owned Properties (REO)		

Price Display:

Enable pricing display in ListSource (users will see the price associated with each purchase)

Disable pricing display in ListSource (users will not see the price associated with each purchase)

Save Cancel

Administrators can quickly create users and manage their access. Additionally, administrators can choose whether to hide or display pricing details.



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