

SOLUTION ABSTRACT

Customer Acquisition Portfolio Expansion

Gain a Deeper Understanding of Your Customers

A Large Mortgage Corporation Needed:

- ▶ With a portfolio of 1.8 million non-mortgage customers, client needed a better understanding of customers' underlying mortgages and market values to provide more competitive home equity or first mortgage loans offers.

Solution:

- ▶ Match & Append Data Services by CoreLogic used to append the clients' customer data with recorded mortgage information.
- ▶ ValuePoint®4, a multiple-point method AVM, was applied to the fully populated list to estimate current market values.

Results*:

- ▶ Using Match & Append Database Services to populate its database and ValuePoint4 to estimate market value, the client embarked upon a successful direct marketing program.
- ▶ The direct marketing program led to a "better than typical" response resulting in an increased number of new home mortgages.

* 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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9-CS04-0314-01