

## SOLUTION ABSTRACT

# Eliminate PMI

Gain a Better Understanding of Your Customers

### A Prominent International Bank Needed:

- ▶ Confirmation of current market value for properties in a portfolio segment with higher-than-market interest rate loans.
- ▶ With a better understanding of the segment, the bank intended to implement a retention program to minimize run-off risk consisting of a lower-rate refinance with the added hook of PMI elimination.

### Solution:

- ▶ Client files were appended with recording information for a more comprehensive view of the targeted segment.
- ▶ With the data list fully populated, the bank employed ValuePoint®4 to estimate the current market value.

### Results\*:

- ▶ The bank achieved a 35% response rate and a \$5,000 loan officer commission savings by offering loans directly to the borrower.
- ▶ With this solution, the client generated \$200,000 in revenue and this test campaign far exceeded expectations.

\* 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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