



# MARKETING

## ListSource™

Build a strategically targeted list of properties for your next marketing campaign.

Using ListSource™ from CoreLogic®, you can obtain a list of properties to best meet campaign requirements for customer acquisition and cross-sell programs. ListSource provides powerful new direct marketing list capabilities through detailed residential property data and analytics coupled with individual and/or household level lifestyle and behavioral data including, age, estimated income and ethnicity. All of this empowers users to identify a wider, yet more targeted range of unique segments.

### Rely on fresh, comprehensive property and ownership data

The ListSource database is updated nightly, and reflects the latest property and mortgage transactions. ListSource delivers the most up-to-date homeowner lists based on the most recent real estate sales transactions. List criteria are derived from more than 2,350 counties and over 134 million properties providing the breadth and depth necessary to implement highly strategic marketing campaigns.

### Features

- ▶ Target a geographical area visually using an interactive map.
- ▶ Create your own list using the main database with access to hundreds of homeowner data elements.
- ▶ Manage your account as well as individual end-user access with the administrative module.

Data Elements	Insurance Services	Financial Services
<p><b>Geography</b> – Use the geographic data elements to more easily pinpoint your targets.</p> <p><b>Examples</b> – Zip Code, County, City, etc.</p>	<ul style="list-style-type: none"> <li>▶ Disaster Recovery</li> <li>▶ High Net Worth</li> </ul>	<ul style="list-style-type: none"> <li>▶ Banking</li> </ul>
<p><b>Demographics</b> – Identify potential targets based on behavioral and lifestyle attributes.</p> <p><b>Examples</b> – Age, Estimated Income, Language, Presence of Children, Interests, Lifestyle, etc.</p>	<ul style="list-style-type: none"> <li>▶ High Net Worth</li> <li>▶ Life Insurance</li> <li>▶ Travel Insurance</li> <li>▶ Identify Theft</li> <li>▶ Medical Insurance</li> <li>▶ Property Insurance</li> <li>▶ Auto Insurance</li> </ul>	<ul style="list-style-type: none"> <li>▶ Annuities</li> <li>▶ Investment Services</li> <li>▶ Mutual Funds</li> <li>▶ Retirement Services</li> <li>▶ Equity Lines of Credit</li> </ul>
<p><b>Property Characteristics</b> – Focus in on the specific property details you are most interested in.</p> <p><b>Examples</b> – Square Footage, Owner &amp; Non-Owner Occupied, Swimming Pool, etc.</p>	<ul style="list-style-type: none"> <li>▶ Renter’s Insurance</li> <li>▶ Disaster Recovery</li> </ul>	<ul style="list-style-type: none"> <li>▶ Equity Lines of Credit</li> <li>▶ Refinance Loans</li> <li>▶ Investment Services</li> </ul>
<p><b>Mortgage Information</b> – Easily find prospects based on specific mortgage-related criteria.</p> <p><b>Examples</b> – Combined Mortgage Amount, Credit Line Indicator, Interest Rate, Loan Type, Foreclosure Stage, etc.</p>	<ul style="list-style-type: none"> <li>▶ Homeowners Insurance</li> <li>▶ Identity Theft</li> </ul>	<ul style="list-style-type: none"> <li>▶ Home Loans</li> <li>▶ Refinance Loans</li> <li>▶ Loan Modifications</li> <li>▶ Investment Services</li> <li>▶ Mutual Funds</li> </ul>

Use filters ranging from mortgage-related data such as loan amount and loan date to property characteristic data like property type and current home value to develop your dream list today.

## Search and save direct marketing lists with ease

Explore list criteria, build prospect lists, view counts and preview records before purchasing and downloading data. Save your favorite search parameters to build direct mail lists quickly and efficiently. Purchased lists are archived for 180 days, providing you with the flexibility to return to searches at your convenience.

## Available Specialty Lists

Specialty direct marketing lists allow you to search by list criteria such as:

- ▶ **Absentee Owned:** Create specialized campaigns directed at property owners not living in their home and likely renting it out as an investment property.
- ▶ **Distressed & Foreclosure Properties:** Pinpoint homeowners in various stages of foreclosure including pre-foreclosure, pending auction sale and bank-owned (REO).
- ▶ **Estimated Equity:** Estimate the available equity based on our proprietary AVM to seek homeowners who are upside-down on their mortgage and prime prospects for credit counseling.
- ▶ **FHA/VA Loans:** Build prospect lists of borrowers with high interest rate FHA/VA loans to convert their existing mortgages to conservative loans.
- ▶ **Insurance Prospects:** Target homeowners who may be in need of your insurance services.
- ▶ **Mortgage Consolidation:** Generate direct mail lists to property owners with multiple mortgages (first Mortgage plus all junior mortgages) who may be high net worth candidates.
- ▶ **New Homeowners:** Connect with homeowners that have purchased a property within the last 12 months. Identify leads for homeowner and property insurance, loans, investment services, etc.
- ▶ **Owner Occupied:** Save time and money by marketing to the key decision maker.

FOR MORE INFORMATION PLEASE CALL 866-774-3282 OR VISIT:  
[LISTSOURCE.COM](http://LISTSOURCE.COM)

© 2015 CoreLogic, Inc. All rights reserved.

CORELOGIC, the CoreLogic logo and LISTSOURCE are trademarks of CoreLogic, Inc. and/or its subsidiaries. All other trademarks are the property of their respective holders.

1-LSIFS-0915-01



CoreLogic®

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