



ListSource™

Dynamic Homeowner List Solutions for Real Estate Brokers and Agents.

Zero in on the right homeowners

ListSource™ from CoreLogic® enables real estate brokers and agents to create and manage marketing lists using the most up-to-date and accurate information on more than 134 million properties nationwide.

Rely on fresh, comprehensive property and ownership data

ListSource's dynamic database is updated nightly to reflect the latest property ownership and mortgage transactions, delivering the most up-to-date direct marketing lists available. List criteria are derived from more than 2,350 counties, providing the breadth and depth necessary to implement highly strategic marketing efforts.

Use advanced search and filtering capabilities on more than 70 distinct criteria fields to create targeted lists. Create lists based upon property details, current home value, and other mortgage information as well as demographic data such as estimated income, age and ethnicity.

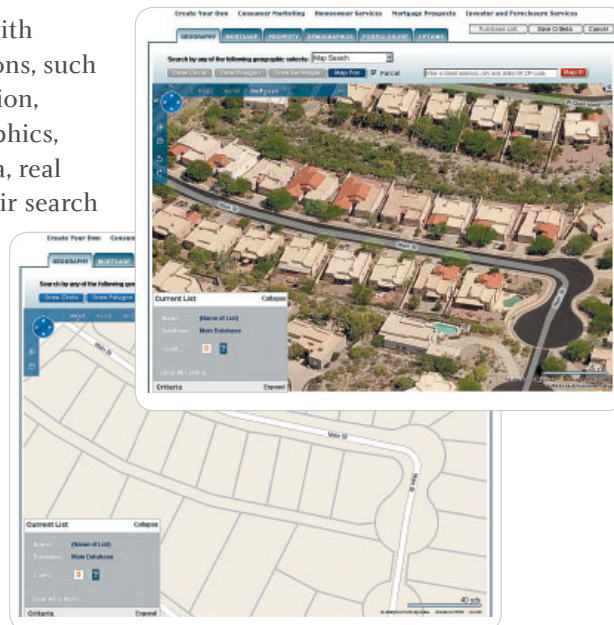
Visually target your direct marketing prospects

As a real estate professional, you know which neighborhoods will best fit your buyers' needs and budgets. Most of your agents spend a significant amount of time looking for properties to sell and need a solution to get ahead of their competition. ListSource enables real estate investors, brokers and agents to create and manage marketing lists using the most up-to-date and accurate information on homeowners nationwide.

By utilizing map-based searching with flexible querying and filtering options, such as property characteristic information, property location details, demographics, buying behavior and mortgage data, real estate professionals can narrow their search and achieve greater results.

With map-based search, users can enter various criteria to zoom to a specific area:

- ▶ Subject property address
- ▶ City and State
- ▶ Zip code



MARKETING

Additional Benefits

- ▶ Ability to view a sample file before purchase
- ▶ Generate reports from four report options: Contact List, Prospecting List, List of Records and Property Detail
- ▶ Create mailing labels
- ▶ Export data to a .csv file
- ▶ Eliminate duplicate records from previously purchased lists
- ▶ 70 Distinct criteria

Sample of Available Data Criteria

- ▶ Area Code
- ▶ Zip Code
- ▶ MSA
- ▶ Lot size
- ▶ Year built
- ▶ Property type
- ▶ Swimming pool present
- ▶ Current Home Value
- ▶ Last market sale price
- ▶ Equity %
- ▶ Last market sale data
- ▶ Owner occupied
- ▶ Estimated Income
- ▶ Ethnicity

Features

ListSource contains several list templates and advanced search capabilities including:

- ▶ **Advanced Search via the Main Database:** Customize your marketing list by accessing key homeowner information from property characteristics and demographics to buying behavior and mortgage data.
- ▶ **Lender Specific:** Target your direct mail lists by a specific lender or a specific lender type.
- ▶ **Rate & Term Reduction:** Develop homeowner data lists that target those with high interest rates on current mortgages for potential refinance candidates.
- ▶ **Remove PMI:** Market to Private Mortgage Insurance homeowners who have earned home equity and are prime candidates for refinance and PMI removal.
- ▶ **Convert Adjustable Rate Mortgages (ARMs):** Create targeted marketing lists to current homeowners with an Adjustable Rate Mortgage (ARM) to convert them to fixed-rate loans.
- ▶ **FHA/VA Loans:** Build prospect lists of homeowners with high interest rate FHA/VA loans to convert their existing mortgages to conventional loans.
- ▶ **Mortgage Consolidation:** Generate direct mail lists to homeowners with multiple mortgages (first mortgage plus all junior mortgages).
- ▶ **Home Equity Loans:** Produce leads for home equity loans by estimating available equity in terms of dollars (\$) or percentage (%) using an automated property valuation.
- ▶ **New Homeowners:** New & Resale Homes: Create marketing lists of homeowners who bought newly constructed residences or resale homes within the last 12 months and are potential leads for minor to major home improvements such as plumbing, pool maintenance or landscaping, etc.
- ▶ **Subprime Loans:** Connect with homeowners anxious to convert their subprime loans to conventional loans by building direct marketing lists that target specific lenders or lender types.
- ▶ **Pre-Foreclosure Properties:** Search list criteria containing properties and homeowners with current pre-foreclosure status.
- ▶ **Non-Owner Occupied:** Create direct mailing lists consisting of non-resident property owners who are more likely to refinance their investment property as opposed to their primary residence.

FOR MORE INFORMATION PLEASE CALL 866-774-3282
OR VISIT: LISTSOURCE.COM

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