CoreLogic®

Gain Predictive Insight

Propensity Models from CoreLogic®

In the mortgage and real estate markets, for a competitive edge it's vital to know the likelihood or propensity of an individual to change their mortgage or real estate holdings status in the next six months; either purchase an existing home, or list a home, take out an equity loan or refinance an existing home, list a home for sale or for rent. Lenders, servicers and investors can leverage this information to manage risk and identify their best opportunities.

Empower Your Campaigns

Proactive marketers use CoreLogic propensity scores to boost response rates in their campaigns. The combination of our predictive models and CoreLogic data can help improve campaign performance by three-fold. Our proven models can also be added to your CRM and combined with a broad array of data for expanded insights on customers and prospects.

Propensity models from CoreLogic provide a numeric score that indicates how likely an individual is to list a home or take out a specific loan type in the next six months. Model scores include:

- New Purchase Loan
- List Home for Sale
- List Home for Rent
- Home Equity Line or Loan
- Refinance Loan

Leverage Superior Data

Our propensity models use CoreLogic data sets, including (but not limited to):

- Public records
- Local market trends
- Sales transactions
- Valuation and rental data

Models are tailored for homeowner and renter segments with over 800 predictive variables to yield the most accurate results possible. These attributes were created based on neighborhood, household and individual characteristics. All of our models have proven to be highly predictive through rigorous tests in the market.

The CoreLogic Advantage

With CoreLogic, you will have access to comprehensive homeowner, property and mortgage intelligence. Get a complete view of prospects and customers that can be used to tailor messaging and target the right offer to the highest value prospects who are ready to respond.

Whether you need bulk data on borrowers in a specific geography, or want to append scores to your existing customers, CoreLogic can deliver Propensity Models that are predictive and backed by the nation's largest online property and ownership database.

In the Next Six Months:

72 million
homeowners highly likely to take out purchase mortgage

4.2 million
homeowners highly likely to take out home equity loan

5.4 million
homeowners likely to refinance

6.9 million
homeowners likely to list for sale

8.2 million
homeowners likely to list for rent

*Note: Database evaluated as of December 2018

corelogic.com