

Precision Marketing for Mortgage Brokers

Quadruple Your Deal Flow with Early Home Shopper Insights

Identify customers with the intent to buy or tap into their equity before your competition.

Precision Marketing from CoreLogic® helps you identify and engage with highly motivated current and past customers. By combining geolocative intelligence and deep customer insights, Precision Marketing helps reveal when your customers are considering a home purchase or an equity product for home improvement.

Key features:

- **Lead Alerts:** Be the first to know when your customers begin their home-shopping process.
- **Detailed Insights:** Know the price range your customers are shopping in, their home value, equity position and more.
- **Market Monitoring:** Monitor your customer base to maximize retention and boost pull-through rates.
- **Location Insights:** Understand whether customers are shopping for homes in-state or out-of-state.
- **Comprehensive Mortgage Profiles:** Access complete mortgage data, including primary lender, loan type and presence of any second mortgages for better cross-sell opportunities.

Benefits:

- **Early Awareness:** Be the first to know when a customer is shopping for a home or equity product.
- **Increase Success Rate:** Boost your lead success rate by 4x over traditional lead generation methods by focusing on high-intent customers.
- **Improve Client Retention:** Retain more customers by engaging them before they reach out to others.
- **Deeper Insights:** Leverage rich data on intent and property details to have informed conversations.
- **Cost Efficiency:** Reduce acquisition costs and improve your marketing ROI by focusing on the most relevant and timely leads.
- **Real Estate Agent Collaboration:** Build productive and lasting partnerships from valuable borrower insights.

Precision Marketing on the Araya™ platform.



CoreLogic's Property & Location Intelligence platform transforms your workflow by blending extensive data with advanced analytics and predictive models, for a complete and cohesive understanding of the market.

- Easily navigate market, portfolio, and property information on a single platform.
- Access historical data and forward-looking insights with predictive analytics.
- Get industry news and a suite of curated solutions, including Precision Marketing, all in one place.
- Work quickly with an intuitive user interface.

For more information, visit corelogic.com.

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