



Market Intelligence

Market Mastery Made Easy.
From Smart Data to Smarter Decisions.

CoreLogic.com/MarketIntelligence

Stay Ahead of the Competition and Simplify Complex Data with Market Intelligence

CoreLogic®'s Market Intelligence is a powerful solution that helps stakeholders more effectively navigate complex mortgage market data so they can identify threats and opportunities within an increasingly competitive mortgage environment. This robust solution brings together the power of CoreLogic's Smart Data Platform with clear and actionable insights to gain a broad understanding of the mortgage industry. By leveraging the power of CoreLogic's comprehensive mortgage, listing, and home price forecast datasets, Market Intelligence helps stakeholders quickly adapt to market trends, comply with regulatory standards, and establish key relationships.

Comprehend Market Landscapes and Adhere to Federal Lending Regulations

Understanding origination footprints, Community Reinvestment Act opportunities, and listing trends are vital for stakeholders. Without this understanding, opportunities may be missed, and risks left unaddressed. Market Intelligence allows lenders to visualize key trends down to the census tract level and develop actionable strategies. Lenders and loan officers can identify threats to their market position well before the competition and determine what loan products are resonating in an increasingly competitive market.

Identify High-Performing Originators and Source Potential Partnerships with Real Estate Agents

In the mortgage industry, identifying high-performing originators and forming partnerships with real estate agents are the key to maintaining a successful business, even in a down market. A deep understanding of competitor footprints and relational pipelines are also essential for effective business positioning. Market Intelligence provides valuable insights on top performing loan originators, allows lenders to explore origination pipelines, and enables key players in the mortgage market to develop the relationships required for strong positioning in the originations landscape.

A Holistic and Flexible Solution to Mortgage Industry Challenges

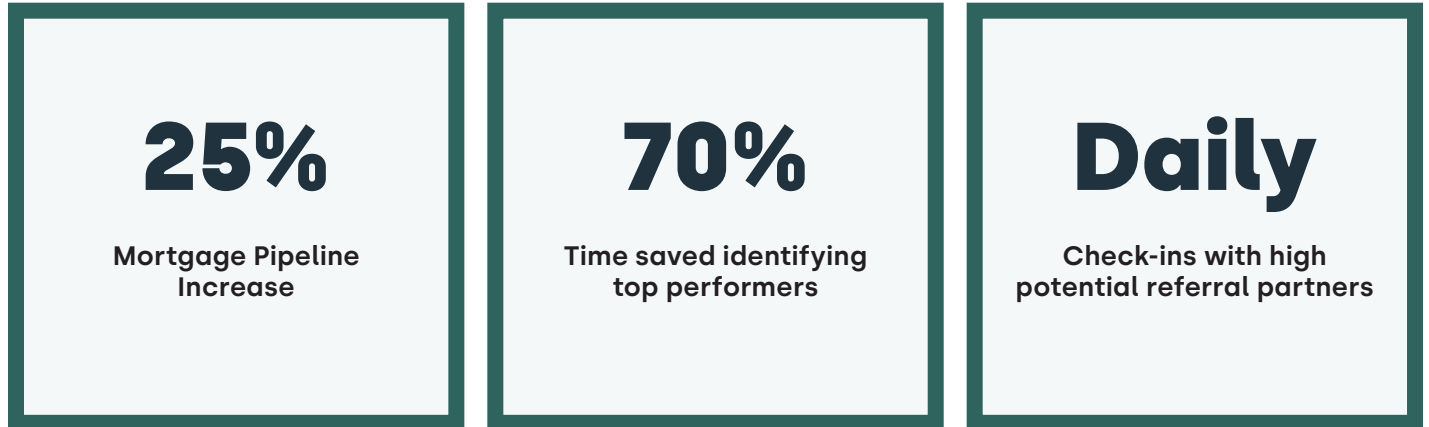
Market Intelligence delivers a comprehensive, customizable, "click-to-insight" solution — simultaneously offering a granular view of the holistic mortgage market. Market Intelligence empowers stakeholders to understand market trends and movement in interest rates and housing supplies, allowing mortgage market players to analyze origination patterns and facilitate more accurate predictions of future trends. Market Intelligence can supplement one-time competitive research or be used to fulfill a recurring market trends report need. Data from Market Intelligence can be analyzed within the tool or exported for use in Excel® or an executive report. Users can generate smarter market decisions through the workflow of their choice.

Product Highlights

Market Intelligence offers a range of features and benefits that set it apart from its competitors:

1. **Smart Data Platform + CLIP®:** Market Intelligence leverages CoreLogic's next-generation Smart Data Platform public record and modeled data assets to generate high-quality insights about historical market trends. With over 100,000 transactions received daily, Market Intelligence actively captures recorded transactions for over 99.6% of the parcels in the country.
2. **MLS Listing Information:** By capturing listing data directly from an extensive set of multiple listing services (MLS's) in the nation, Market Intelligence provides comprehensive and up-to-date MLS active listing and listing trends information. Through CoreLogic's listing data, lenders can identify sources of future originations and optimize the quality of their real estate agent partnerships.
3. **Powerful Search Capabilities:** Market Intelligence offers intuitive search capabilities, allowing users to quickly find any, lender, or loan officer by name or NMLS ID. This enables efficient and targeted decision making. Once productive lenders, loan officers, or real estate agents have been identified, their information can easily be saved for future reference using Market Intelligence's "favorites" feature.
4. **Easily Digestible Insights:** Lender, loan officer, and real estate agent profile pages deliver easily digestible insights about historical performance, loan type, product mix, property type, geographic footprint and more over a rolling 5-year historical period. Users can make informed decisions based on these insightful profiles.
5. **Origination Channel and Low-to-Moderate Income Census Tracts:** Lenders can dive deep into retail and wholesale production channels, analyzing both group's product mix, market share, top performing loan officers and brokers. Lenders can also review what percentage of their loan portfolio is originated within Community Reinvestment Act (CRA) -defined Low-to-Moderate Income-qualifying census tracts and easily locate these areas on a map.
6. **HPI/Market Forecasting:** Market Intelligence integrates CoreLogic's Home Price Index Forecast™ data, enabling users to visualize pockets of potential mortgage opportunity. Using CoreLogic's market-leading price forecast model, lenders can better understand market trend forecasts, discover future originations opportunities, and stay ahead of the market.
7. **Visualization and Tabular Data Summations:** Market Intelligence provides both visualizations and tabular data summations for at-a-glance and in-depth engagement with the data. Users can easily grasp key insights and make informed decisions, both by using Market Intelligence's internal filters and tables, or by downloading the data for use in regular reporting and executive summaries.
8. **Third-party Lookup Tools:** With integrated third-party lookup tools like Google® and NMLS Consumer Access Portal, Market Intelligence allows users to easily identify high-potential loan officers and real estate agents. Market Intelligence standardizes its lender and loan officer NMLS IDs in partnership with the NMLS Consumer Access database, so users can be sure that their competitive lender and loan officer data is highly accurate.
9. **Comprehensive Historical Data:** Market Intelligence delivers a rolling five years of historical data, offering a comprehensive analysis of the performance of the mortgage market and key players within it. Users can analyze trends well before they are manifest in the current market environment, benchmark historical production against competitors, and make data-driven decisions that inform future origination strategies.
10. **Build Configurable Reports:** Market Intelligence allows users to build and customize reports based on their specific needs. With robust filtering criteria, stakeholders can tailor their reports to focus on the information that's most important to them, down to the individual transaction. Users can then return to and export these reports on a recurring basis or revisit them at any time to isolate key trends and insights.

How it works



CoreLogic's Market Intelligence provides mortgage clients with invaluable insights on their designated markets and top performers within those markets. It does this by harnessing three key data sources:



Public Record Property and Transactions data

CoreLogic captures transaction history for over 90% of U.S. homes—over one billion records—and actively captures recorded transactions for more than 99.6% of the parcels in the country, processing more than 150,000 property transactions daily.



Real Estate Listing data

CoreLogic captures active Multiple Listing Service (MLS) data for an extensive set of listings processed across the United States. CoreLogic has direct and contracted relationships with each of its MLS data partners, meaning that your listing data is primary source and properly licensed, not screen scraped.



CoreLogic Proprietary Modeling

CoreLogic's data drives more than 200 analytical models, including its industry-leading home price index. These models are used to enhance public record data and glean new insights on national and local market trends.

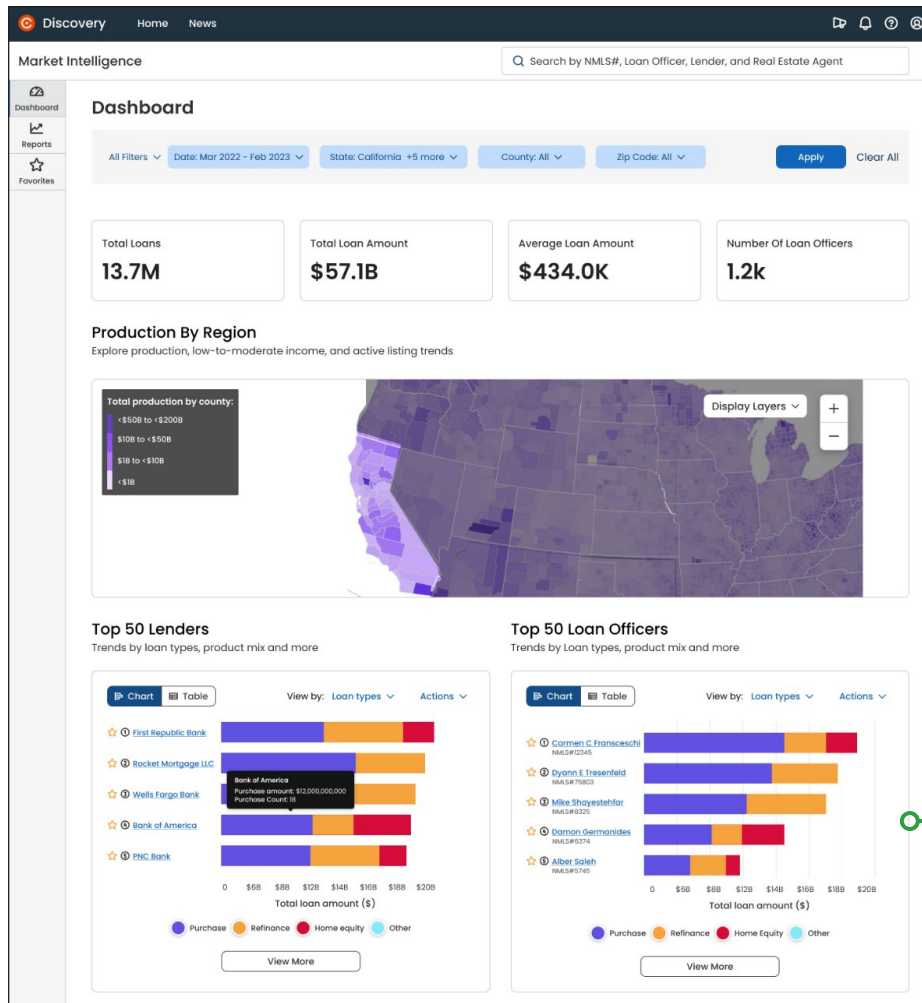


Using Market Intelligence | A Quick Snapshot:

Market Intelligence can be the single platform that drives your market analysis, sales strategy, and recruitment efforts. The solution provides detailed information on competitors and possible targets for your mortgage pipeline that will allow you to identify new origination sources more efficiently, and help you determine quickly if a target is worth pursuing or not worth your firm's investment:

Market Intelligence's detailed dashboard page will allow you to identify top lenders, loan officers, and real estate agents in your area:

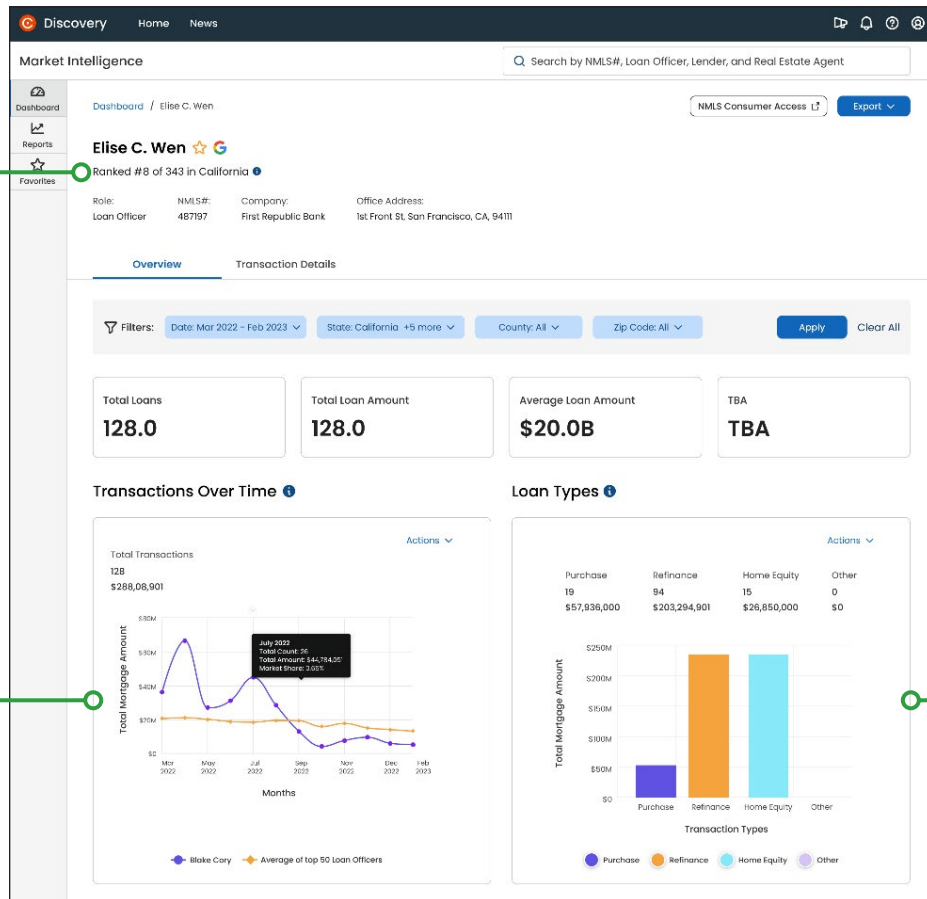
Market Intelligence Dashboard:



The Top Loan Officers visualization can show you the top performing loan officers in your markets by product, down to the zip code.

Clicking on a single loan officer will bring you to their profile page, where you will be able to see more details about their production numbers:

At first, this loan officer appears to be a top performing candidate, given their ranking in your selected market.



However, as we dive deeper into their production over time, a different story emerges: This candidate was a top producing loan officer, but over the past year has slipped below the market median.

If we investigate further, we can see why. This candidate relied heavily on refinance loans, and as interest rates climbed in 2022 and 2023, their primary business began to disappear.

While you have identified that this candidate may not be a valuable recruiting target, you were able to determine that their production targets did not meet your needs relatively quickly, which allows you to get back to doing what you do best—originating valuable loans efficiently and recruiting others who can do the same.

Why choose CoreLogic's Market Intelligence?

Market Intelligence stands out from its competitors with its unique value proposition:

1. **Unrivaled Data Coverage and Completeness:** Market Intelligence leverages CoreLogic's CLIP data to provide unparalleled market coverage. With licensed data from more than 20,000 primary sources, stakeholders can rely on the accuracy, currency and reliability of the insights generated.
2. **Past, Present and Future Look at the Market:** Market Intelligence offers a comprehensive view of the mortgage market by analyzing past trends, current performance, and a forecast of future opportunities. This enables stakeholders to make data-driven decisions with a long-term perspective.
3. **Flexible Data Engagement:** Market Intelligence provides visualizations and tabular summaries for enhanced data engagement. Users can quickly grasp critical insights, make informed decisions, and engage with the tool both in- and off-platform. Visualizations offer an intuitive overview, while tabular summaries allow for detailed analysis. These features empower users to navigate the mortgage industry landscape confidently and in their preferred workflow.
4. **Granular and Filterable Analysis:** Market Intelligence allows users to dive deep into the data and perform granular and filterable analysis. Whether analyzing the product mix, identifying market trends, or evaluating competitor performance, stakeholders can gain valuable insights tailored to their specific needs.
5. **Relationship Tracking:** With Market Intelligence, stakeholders can track and evaluate their real estate agent partnerships, identify top-performing loan officers, and build relationships that drive business growth. Strengthening networks and fostering strategic alliances has never been so accessible and effective.

Market Intelligence is the ultimate solution for mortgage market stakeholders. Its data-driven approach, comprehensive features, and robust combination of data and analytics empower users to navigate the market landscape, build strong relationships, and achieve business success.

CoreLogic's mission

At CoreLogic, our mission is to empower our clients to make smarter, more informed decisions through data-driven insights and workflow automation. Our commitment to continuous improvement combined with our ability to provide scalable, integrated solutions that streamline existing workflows and power the mortgage ecosystem represents our key differentiator – and is a major reason why the nation's most successful lenders and servicers choose CoreLogic.

Learn more

See CoreLogic Market Intelligence in action. Schedule a demo today!

Call us at 866-774-3282

Email us at sales@corelogic.com

Or visit CoreLogic.com/MarketIntelligence