



Precision Marketing

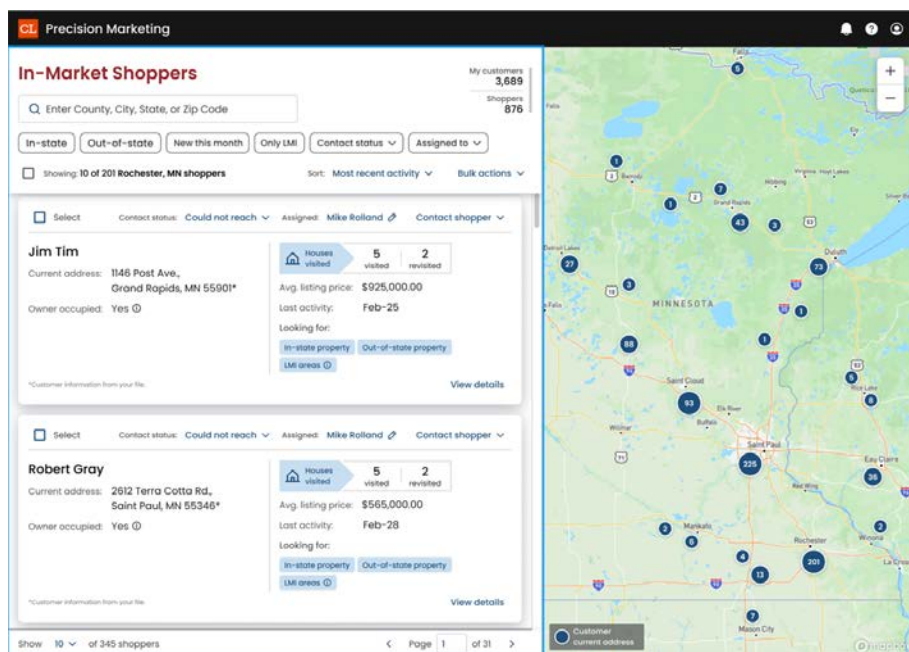
CRM Enrichment SaaS Overview

Highlights:

- Knowing which of your customers are in market for a new home can be immensely valuable. Receiving notifications when they are starting their home-shopping journey gives you a competitive edge.
- Using an address only, Precision Marketing’s CRM Enrichment SaaS solution can identify which of your customers are shopping for a new home, provide updates on their journey, and notify you as new customers enter the market.
- Providing your sales force with core property insights about your customer’s current properties (e.g. market value) and home shopping preferences (average listing price, zip codes of interest) will help increase their success in approaching, connecting and converting active shoppers in market.
- There are several SaaS adoption models available that have appealed to mortgage lenders:
 - Monitor marketable customer base from your largest business component (e.g. banking members) and existing mortgage customers to capture retention and optimize cross-sell opportunities.
 - Enable sales teams by providing them application access so they can engage with your customers directly.
 - Take a more hands-on approach to managing leads by assigning opportunities to sales team based on things like home shopper geography, desired list price and more. Sales teams action their assigned home shopper opportunities within the application or from an exported view.

Core Screens | Screen 1: Home Shopper Opportunity Page

Get a high-level overview which of your customers are in-market and where they are shopping.



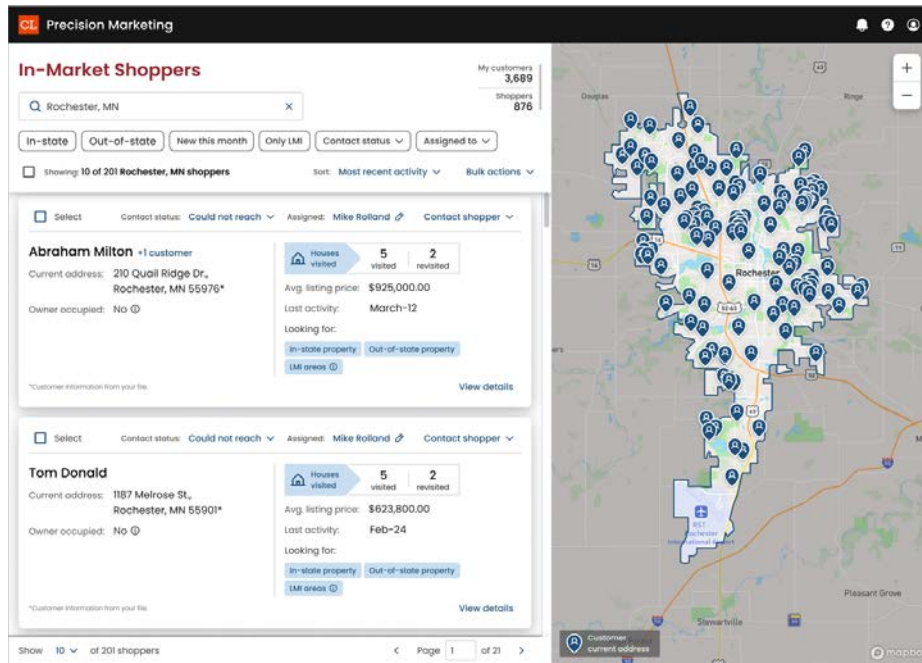
Features:

Users Can...

- **Contact Shopper** → Home Shopper card includes quick links to customer phone number and e-mail that you provide
- **Designate** a Contact Status (e.g. Follow Up, Pre-Qualification)
- **Sort by:** number of houses visited, average listing price sought, most recent activity
- **Search:** navigate to another market to identify their opportunities
- **Assign** opportunity to a team member (does not have to be an application user)

Core Screens | Screen 2: Opportunity Page Filtered by City

You can drill down by state, county, city or zip code. The map will automatically zoom into the specified region as you drill down into the data.

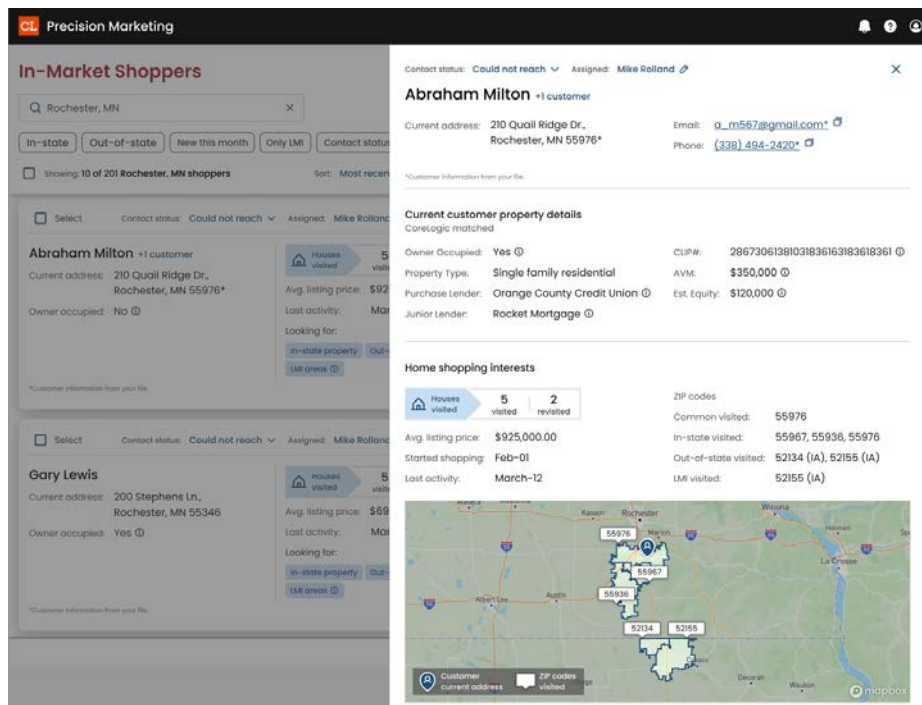


Features

- **Owner Occupied:** identifies if your customer owns their current property. This highlights key cross-sell opportunities!
- **LMI** appears IF your customer is observed at a listing in a low-to-moderate income census tract
- **Export List** → will export all data associated with opportunities. Will reflect changes (with timestamp) if user exports the same shopper and updates have occurred

Core Screens | Screen 3: Shopper Details

When you select View Details on any of your identified shoppers, a more detailed page will appear providing an in-depth profile of your customer.



Features

- **Equity and AVM:** provides the value of your customer's existing residence
- **Map** highlights zip codes visited relative to your customer's home address
- **Home Shopping Dates:** delivers insights to your customers' home shopping journey

Learn more at [corelogic.com](https://www.corelogic.com)

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