

LEAD LOCATOR™

Grow your business with instant access to only the highest quality leads.

Identifying the Right Prospects

Targeting the right mortgage leads is critical to your success. Yet, finding truly qualified leads has always been a challenge. Far too often, marketing campaigns fail to produce the impressive results desired. Even worse, some campaigns may produce a high volume of responses from people who do not even qualify for the offers, wasting time and valuable resources. Time and money spent pursuing the wrong leads can limit your growth potential – but there is a better way.

Lead Locator™, a state-of-the-art lead generation solution designed to provide quality mortgage refinance leads, supports a highly-targeted approach to lead generation. Use Lead Locator to find exactly the type of refinance prospect you are looking for when they are most likely to be open to your offers. Lead Locator gives you the confidence of knowing you are targeting the right prospect from the very beginning.

Precision Makes Perfect

To ensure the perfect match for your offer, you must be able to pinpoint exactly the characteristics you are seeking. Lead Locator gives you more options than ever with its robust, searchable data elements. An advanced loan-to-value (LTV) search allows you to search LTV ratios based on quarterly-updated values and values at the time of the original purchase, helping you quickly identify prospects with equity who are most likely to refinance.

Target borrowers who originated loans during higher interest rate periods easily by searching implied interest rates. Find rate estimates by simply viewing our matrix containing past records of 30-year, nonconforming fixed rates. From there, determine the time frames during which interest rates were higher than current rates to identify candidates who are sure to be interested in refinancing their high-rate mortgage at a lower interest rate.

Generate perfect leads every time by indicating your preferred loan and demographic characteristics:

- LTV ratio based on current housing prices
- Implied interest rate
- Refinance status
- Loan amount and type (conventional, adjustable or hybrid)
- Last loan date
- Sale amount
- Lender name and type (subprime, banks or finance companies)
- Available equity
- Geographic area
- Income
- Age range
- Gender
- Marital status
- Presence of children
- Occupation
- Ethnic group



Rate Rider Leads

Rate Rider Leads is a subset of Lead Locator designed to target refinances for adjustable rate mortgages (ARMs). Using its extensive ARM search capabilities, Rate Rider helps you instantly locate borrowers who are facing an ARM reset in the near term or are nearing the second or third reset. The detailed ARM information in Rate Rider enables you to select the best product to offer and personalize each marketing message so it is as compelling as possible.

Your access to complete ARM Rate Rider information includes:

- Mortgage amount
- Corresponding index
- Margin
- Adjustment time period
- Date of first adjustment
- Prepayment terms

Convenient, Compatible and Cost-Effective Lead Generation

Convenient

- Generate Do-Not-Call-compliant leads instantly anytime, anywhere over the Internet.
- Have LPS create your lead lists for you with delivery via e-mail or CD-ROM.

Compatible

- Download results in your choice of popular formats, including those compatible with Microsoft® Word and Excel, as well as most current contact-management systems.

Cost Effective

- Spend more time selling and less time targeting unqualified leads.
- Minimize the expense of mass mailings by quickly locating relevant leads.

Data Quality That Can't Be Beat

Backed by our SiteXData.com™ database – the industry's largest and most accurate of its kind – Lead Locator enables you to access leads derived from information on more than 285 million property, assessment, ownership, sales and mortgage records. With continual updates to current records and about 648,000 new ownership records added every month, you can be confident you are tapping the most current, robust data available to obtain the high-quality leads sure to make a positive impact on your bottom line.

**Spend more time selling
and less time prospecting
with LPS Applied Analytics'
Lead Locator.**



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