

Credit Database

Description: This premier product uses both mortgage attributes as well as an overlay of credit information to determine the consumers need for refinance, debt consolidation or cash out. This product allows the small to medium sized mortgage companies to now target homeowners who will pre-qualify and they will have the ability to choose the credit score, type of debt load, and various mortgage attributes as well; giving them a bigger return on their marketing dollars.

Updated: Daily.

Restrictions/Regulations: Lead restrictions include script approval for outbound calling, sample mail piece approval for direct mail. Credit data requires opt-out statement to be included in mail piece script, and firm offer of credit required in tele-marketing script or mail piece. One-time use only, multiple usage available.

Available Attributes/Output Fields (where available):

- Full Name
- Address
- Phone Number

Credit Attributes:

- Credit Score
- Debt Amount (Revolving, Installment, or a combination of the two)

Mortgage Attributes:

- Mortgage Amount
- Mortgage Date
- Purchase Price