

Mortgage Inquiries

Description: The credit bureaus are now making this information available within 24-48 hours of the prospect applying for a mortgage and we are now able to provide these leads to you. Imagine marketing to homeowners who are in the market to refinance and not wasting your precious marketing dollars on those who are not interested. You define the credit, debt, and mortgage attributes of your ideal borrower, the bureau then builds a model for only those homeowners that fit your exact criteria; these prospects are then sent to you!

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 telemarketing 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