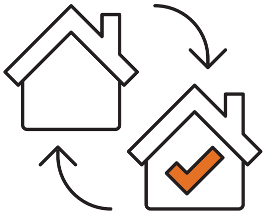
Equifax Lost Sales Analysis™ for mortgage and home equity

Need to know who's winning your lost business and how? Mortgage and home equity lenders need better insight into consumer behavior as well as competitor activity during prospecting and origination. Many lenders regularly purchase leads and market various loan products to prospective borrowers, but have a difficult time determining why certain consumers did not close the loan for which they were approved. By understanding why you lost customers, you can improve your close rate and overall portfolio performance.

Additionally, understanding customer performance on loans you declined and were approved by your competitors is important. It is key for lenders to understand the possible dynamics that could have led an existing customer to look elsewhere for a new loan. This insight can enable lenders to make any necessary refinements to existing risk strategies to gain a competitive advantage.

Need to know who's winning your lost business and why?



It is key for lenders to understand customer loan performance with competitors.

Equifax can help you assess why a potential or existing borrower was lost and provide data so you may focus on your desired target customer segments or modify your product mix to help achieve higher response, close and retention rates.

Equifax Lost Sales Analysis consolidates your data with property and behavior data. This harmonized data helps you adjust your strategies, offers and terms to assist in attracting the quality and quantity of borrowers who are most likely to meet your organization's risk management and growth objectives. Information included in the Equifax Lost Sales Analysis output includes:

- **Credit Data**: Number of mortgages, aggregate mortgage balance, sum of HELOC balances
- **Loan Data**: Characteristics associated with the consumer's new loan, including credit limit, total & average balance and spend over performance period
- **Prospect Data**: Buyer age information, Score bands

Equifax can help you understand why a sale was lost and provide data for you to optimize results.

Use at various points of the mortgage or home equity loan lifecycle

With Equifax Lost Sales Analysis, you can focus on multiple business goals with access to property data that help indicate where a lost prospect ended up closing a mortgage, HELOC or home equity loan, as well as characteristics of that loan.

Your Role	The Questions Lost Sales Analysis Can Help Answer
Marketing	**Was it a good lead?** • Did the prospective customer obtain a new mortgage loan? • Did they fit your target audience?
Risk Management	**What happened in the pipeline?** • How did the customer loan perform? • Did the prospect obtain a loan with another lender? • What is the new loan rate and term? • Which age groups and credit bands are you losing?
Product	**Why did my existing customer leave?** • Why am I losing a certain customer segment? • Did the competitive loan product match something that my organization could have offered? • Are certain product features more appealing to my customers? • How are your lost customers performing over time?

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