Mortgage lead generation models

Acquire and retain more actionable customers

Lenders need to be successful finding the right customers
With rising interest rates impacting loan volume, competition among lenders is increasing rapidly. Based on a survey conducted by National Mortgage News, 30% of mortgage lenders in the next 3 years will shift their investments to primarily respond to competitive pressures.[1] Lenders have to spend their marketing dollars wisely to locate those customers on the verge of transacting. With a smaller pool of customers, it is more important than ever to target the right ones at the right time, before the competition.

Identifying prospects earlier in the process is critical
In today's lending environment, traditional mortgage marketing relies on reactive methods to acquire and retain customers. These methods include credit alert triggers and property listing scans which can be effective, but are more reactive instead of proactive.

According to the 2018 Profile of Home Buyers and Sellers from the National Association of Realtors, 87% of buyers purchased their home through a real estate agent and 55% started their home buying process online. Lenders need to proactively find and attract a prospect's attention earlier in the mortgage journey, before the prospect has engaged with a realtor or another lender.

Identifying and targeting likely prospects early in their mortgage journey requires differentiated data insights and analytics:

- Segmenting customers to drive targeted marketing
- Prioritizing consumers to focus on quality leads

Key benefits

Proactively increase acquisition and retention of valuable customers

Find the right customer earlier in the buying process

Connected and differentiated data creates predictive lead generation models

Proven model performance

Consumer segmentation to drive targeted marketing

Find the right customer at the right time

Equifax has leveraged its connected and differentiated data to create predictive lead generation models.

- Credit
- Wealth/asset
- Property
- Demographics

The highly predictive models identify the likelihood that a lead will apply for a mortgage within the next 2 to 6 months. Consumers are assigned a score ranging from 1 to 999; the higher the score, the more likely the consumer is to apply for a mortgage loan.

The Equifax solution includes four different models, which are segmented based on the consumer profile:

- New purchase
- First time home buyer
- Refinance
- Home equity

The models are non-FCRA and exclude protected class data or data that could act as a proxy for protected class status. Additionally, credit and wealth/asset data is aggregated and anonymized.

Models provide impactful lift across segments: the top 10% of the scores deliver 240% to 400% the performance of the randomly selected sample of the same size.[2]

equifax.com/business/mortgage

[1]Mortgage Lending Study, SourceMedia Research/National Mortgage News, May 2018
[2]The Equifax proprietary model results based on performance analysis of 2016 and 2017 data samples.