



EQUIFAX[®]

Help expand access to credit for consumers overlooked in traditional lending

With Cashflow Insights

When a consumer goes through a job change, income change, or other major life event, their credit data may not immediately reflect their ability to take on a new financial obligation. Now more than ever, it's important to leverage multiple data assets when considering someone's creditworthiness — to enable consumers to provide the deepest insights possible on their individual financial profile.

Start ahead with consumer-permissioned bank transaction data

Consumer-permissioned bank transaction data can help you provide people in underserved segments with access to loans and services.

How? Layering in this alternative data source delivers a more comprehensive, verified view of a consumer's financial picture than data obtained solely from credit reports. In fact, evidence supports that adding alternative data to traditional credit data reveals a better understanding of credit risk and capacity early, especially for consumers who are thin file, no file, unscorable, or subprime.¹

Get a jump start on risk with Cashflow Insights from Equifax

When factoring in cash flow, assets, income, and non-credit recurring expenses, a more complete picture emerges. And a report based on up-to-date information like this, obtained directly from consumer-permissioned access to one or more data sources, is at the core of Cashflow Insights.

While you get the deeper data you need, consumers maintain control by granting permission as to what data can be shared, and to whom and for how long. This ensures more complete data for you — and privacy protection for consumers when they want it.

What is consumer-permissioned bank transaction data?

Consumer-permissioned data is transactional — and account-level information that consumers give a business consent to access on their behalf. Examples include online bank data such as checking, savings, and investments, non-credit recurring expenses like rent and utilities, and more.

¹ Equifax analysis of credit activity, 2019

Cash flow, income, assets, and other bank transaction data — all in a single report

Delivered as a JSON data package or a PDF document, our Cashflow Insights can include:

- **Transactional and account data:** Information supplied directly from the data source, including information on individual transactions, investment holdings, and account data like current balances.
- **Calculated values:** Rules-driven summary values derived from transactions either within or across multiple accounts such as income and expenses. These values are sometimes called attributes or categorizations.
- **Downloaded statements:** PDF statements obtained directly from a data source that can be appended to the report, upon availability. These statements can also serve as official copies for underwriting, depending on your guidelines.

How does Cashflow Insights work?

1. A consumer registers for the service and enters their username, password, or other authentication credentials directly into a lender's application or processing portal.
2. With this consent, the consumer enables the lender to securely access their online banking data on their behalf.
3. Lenders get a detailed cash flow, income, and asset report for a more comprehensive view of a consumer's financial profile.

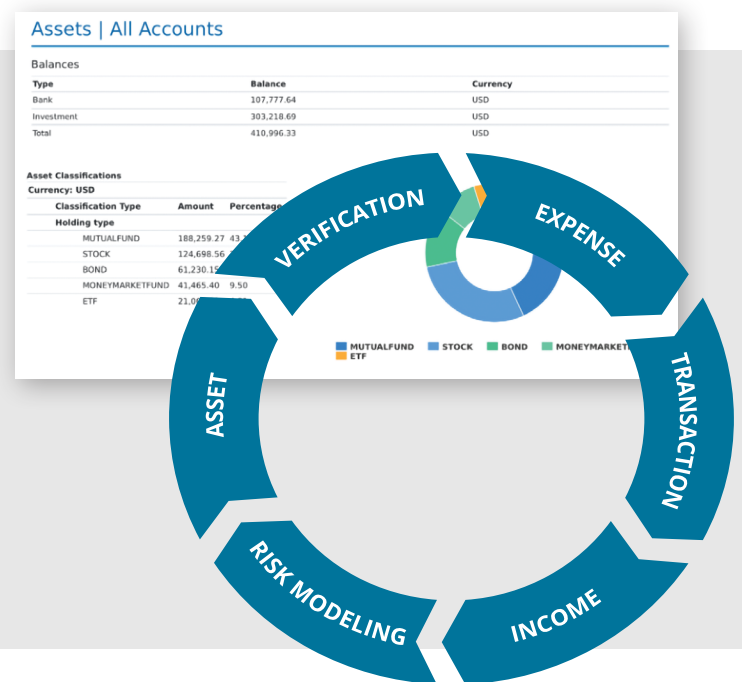
Get a comprehensive view of an applicant's financial situation to better assess risk.

The future of lending decisions is here

Alternative data sources and advanced analytics are helping reshape the future of credit risk decisioning and identity verification. Start ahead with consumer-permissioned bank transaction data through Cashflow Insights and help better qualify, underwrite, and manage more loans.

Key report benefits

- **A more complete picture:** Consumer permissioned data from over 21,000 sources (including 7,700 financial institutions) creates a more robust view of their personal financial profiles.
- **Up-to-the-minute information:** Gain access to information on demand and in real time for quicker, deeper visibility and better risk decisions.
- **Compliance across the lifecycle:** Utilize an FCRA-compliant framework for consumer-permissioned data throughout the lending process, from pre-qualification to account review and monitoring.
- **Uncover new credit-worthy consumers:** Utilize an FCRA-compliant framework for consumer-permissioned data throughout the lending process, from pre-qualification to account review and monitoring.



Ready to get moving?

Contact Equifax today for more information and to set up a free demo.

equifax.com/business