



Open the door to smarter lending with a flexible set of mortgage origination solutions

Pre-Qualification, Pre-Qualification PLUS, and Pre-Approval solutions from Equifax provide greater choice for lenders and partners — improving experiences for both lender and borrower. Help maximize consumer engagement and increase conversion rates by minimizing prescreen triggers.



The industry is evolving

In today's competitive real estate market, borrowers demand more certainty earlier in the loan process without impact to their credit scores. To adapt to shifting industry standards and protect your competitive edge, **lenders need new strategies that help deliver the experiences borrowers are looking for.**

Lenders now have **more flexibility** to offer soft inquiries and meet borrowers where they are



Prequalification

SOFT INQUIRY

Pre-Qualification

Efficiently analyze foundational credit information to determine eligibility before application. Pre-Qualification **gives lenders the tools to:**

Quickly gain a preliminary view of mortgage prospects

Assist borrowers in the early loan shopping process without impacting their credit scores

Allow borrowers to shop without prompting prescreen triggers



Point of Sale

SOFT INQUIRY

Pre-Qualification PLUS

Enhance insights before loan application with trended data. Pre-Qualification PLUS delivers *all the benefits* of Pre-Qualification, **plus 24 months of payment and balance history to help lenders:**

Understand borrower behavior over time

Improve access to credit

Support GSE early assessment programs

SOFT INQUIRY

Pre-Approval

Unlock the full Equifax credit file to consult on best product fit options and help determine a borrower's eligibility.

Supports GSE early assessment programs

Allows lenders to consider verified data in the preapproval stage

Full Equifax credit file including trended data and the option for Telco, Pay TV and Utilities Attributes

All three Equifax soft-pull solutions (Pre-Qualification, Pre-Qualification PLUS, and Pre-Approval) will still require a hard pull with a tri-merge credit report for full application, loan pricing, final underwriting, and loan closing.



Loan Application and Pricing

HARD INQUIRY

Tri-Merge Hard Pull

Most complete borrower credit picture for use with full application, loan pricing, final underwriting, and loan closing.



Final Underwriting and Loan Closing



More agile mortgage lending starts here

By leveraging our suite of mortgage solutions, lenders can deliver a smoother, more streamlined customer experience and make mortgage decisions with more confidence.

For more information on Equifax solutions, go to

equifax.com/mortgage