



**EQUIFAX**<sup>®</sup>

## Equifax Ignite 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 prospects did not close the loan for which they were approved. This lack of understanding could lead to suboptimal ROI on marketing campaigns and a pipeline fallout ratio that is below the industry average.

Additionally, monitoring trends associated with portfolio attrition 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 retention strategies to take a competitive advantage with existing customers who are looking to refinance or are in the market to sell their current home and purchase another.



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



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**Help maximize ROI on marketing initiatives, enhance portfolio retention, and minimize pipeline fallout with loan-level competitive intelligence.**

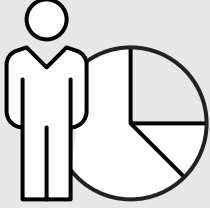
Equifax can help you assess why a potential or existing borrower was lost and provide data for you to focus on your desired segment of consumers or modify your product mix to help achieve higher response, close and retention rates.

The Equifax Ignite® Lost Sales Analysis application consolidates your data with Equifax property and behavior data. This harmonized data then flows into dynamic KPI visuals that help 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 Ignite Lost Sales Analysis output includes:

- Name of the lender associated with the lost sale
- Characteristics associated with the consumer’s new loan (origination date, origination amount, interest rate, LTV, etc.)
- Disposition type (purchase, refinance, HELOC, etc.)
- Buyer age information
- Vantage score bands

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

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



Equifax can help you assess why a potential or existing borrower was lost and provide data for you to focus on.

Your role	What you need to know	The questions lost sales analysis can help answer
Marketing / Acquisition	Was it a good lead?	<ul style="list-style-type: none"> <li>• Did the lead obtain a new mortgage loan?</li> <li>• What action did they take?</li> <li>• With which lender?</li> <li>• Are they still a viable lead?</li> <li>• Did they fit your target audience?</li> </ul>
Pipeline fallout	What happened in the pipeline?	<ul style="list-style-type: none"> <li>• Did the prospect obtain a loan with another lender?</li> <li>• New loan cash out or rate and term?</li> <li>• Did the prospect end up with another loan product?</li> <li>• Was the time to close too long?</li> <li>• Which age groups and credit bands are you losing?</li> </ul>
Portfolio retention	Why did my existing customer leave?	<ul style="list-style-type: none"> <li>• Did they sell the home?</li> <li>• If the customer refinanced, which lender did they go with?</li> <li>• Am I losing a certain age group or credit band at a higher rate?</li> <li>• Did the replacing loan product match something that my organization could have offered?</li> <li>• Is there a certain lender or group that is taking my customers?</li> </ul>

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