

lender focused



# PROSPECT FARMING

find an audience to benefit from your business!

## available searches

CONVERT ARMS	The number of Adjustable Rate Mortgages (ARM loans) with upcoming reset dates is continuing to increase. Address the issues facing this audience of homeowners, including loan modification, refinancing or even credit counseling.
ESTIMATED EQUITY	Seek homeowners based on the estimated available equity on their property in terms of dollars (\$) or a percentage (%). Estimates are based on our proprietary AVM (Automated Valuation Model). Whether your marketing message is to homeowners who are prime candidates for a cash-out refinance loan or a loan modification, this list delivers.
FHA/VA LOAN PROSPECTS	Locate homeowners with high interest FHA or VA military loans who may be choice candidates to convert to conventional loans.
MORTGAGE CONSOLIDATION	Distinguish homeowners with multiple mortgages (First Mortgage + all junior mortgages) as prime candidates for mortgage consolidation. Market your campaign on loan consolidation for cash-out, rate reduction, or limited monthly payment obligations with certainty.
PRIVATE PARTY LENDER PROSPECTS	Locate properties financed through a private party loan. This type of financing is more common if a buyer is not able to qualify for a mortgage through conventional financing methods. These types of loans typically carry higher interest rates.
RATE AND TERM REDUCTION	The creative home financing options of recent years has resulted in several mortgages with high interest rates and lengthy terms. Access a list of homeowners with high interest rates on their current mortgage or with mortgage terms of over 30 years.
REMOVE PMI	Looking for homeowners with the potential of increased monthly income? Our PMI list may be just the list you need to target prime candidates for refinance as the equity in their home increases over time and their PMI payment is no longer a requirement. With the potential of increased disposable income, these homeowners are excellent additions consumer marketing campaigns.
REVERSE MORTGAGE PROSPECTS	Find potential FHA Reverse Mortgage candidates based on age and current mortgage information. Using this list, you can confidently speak on the advantages of accessing equity and increasing monthly income.
SELLER CARRYBACK PROSPECTS	Find potential FHA Reverse Mortgage candidates based on age and current mortgage information. Using this list, you can confidently speak on the advantages of accessing equity and increasing monthly income.