

Protect Your Pipeline by Pre-Qualifying Potential Borrowers

Offering a full suite of innovative
mortgage lending solutions



» Optimize Your Lead Investment

Investment in lead generation and marketing has grown exponentially, placing a greater importance on prospect qualification and retention throughout the origination process.

» Benefits of Pre-Qualification Solutions Suite

With our Pre-Qualification Solutions, you can optimize your lead investment by qualifying prospects before they apply for a loan. With a comprehensive suite of flexible tools, lenders can:

- Pre-Qualify profitable borrowers within seconds**
 - *Soft inquiry offers a no “trigger” event, allowing for a head start at relationship building*
- Soft Inquiry Pre-Qualification will not impact a consumer’s credit score**
 - *Available from: Experian®, TransUnion®, and Equifax®*
- Increase approval rates, conversion ratios, and lead retention**
 - *Protect the efficiencies of your workflows to help meet the demands of today’s borrowers*
- Improve borrower experience by offering a variety of credit data options**
 - *Reports help reduce the downstream expenses associated with more exhaustive credit evaluations*

Pre-Qualification Solutions can be customized through your point of sale system (POS) or mobile app, providing an efficient and complete digital experience throughout the customer lifecycle. Pre-Qualifications are a true “win/win” for lenders and borrowers alike.



» What is a mortgage Pre-Qualification?

Pre-Qualification is an early step in the home buying journey. When consumers prequalify for a home loan, they are receiving an estimate of what they may be able to borrow, based on information provided about their finances, as well as a credit check.

» What is a mortgage Pre-Approval?

Pre-approval is as close as consumers can get to confirming their creditworthiness without having a purchase contract in place. Consumers will complete a mortgage application and the lender will verify the information provided. They will also perform a credit check. If consumers are pre-approved, they will receive a pre-approval letter, which is an offer (but not a commitment) to lend a specific amount, good for 90 days.

» What information needs to be provided by consumer?

Pre-Qualification	Pre-Approval
Income Information	Copies of pay stubs that show consumers recent 30 days of income
Credit Check	Credit Check
Basic information about bank statements	Bank account numbers or two most recent bank statements
Down payment amount and desired mortgage amount	Down payment amount and desired mortgage amount
No tax information required	W-2 statements and signed, personal and business tax returns from the past two years

» Pre-Qualification* vs Pre-Approval Comparison

	Pre-Qualification Soft Inquiry	Pre-Approval Hard Inquiry
Benefits	Consumer can start house-hunting knowing how much they might be able to borrow	Consumer will be ready to make an offer with confidence - and gain a competitive advantage
Process	Provide basic information to a lender and quickly get a pre-qualification amount	After submitting documentation to a lender, consumer should receive a decision within 10 business days
Documentation	Answer questions for this process, plus a credit check	Provide proof of financial details, plus a credit check

**Factual Data pre-qualification reports cannot be used to pre-approve a consumer*

