

## *Protect Your Pipeline With A Soft Inquiry Pre-Qual Report*

*Offering a full suite of Tier One  
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.

### » Pre-qualification Tools to Meet Your Needs

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 through the bureaus, lenders can:

- Pre-qualify profitable borrowers within seconds
- Match borrowers with the best products that meet their credit profile from
  - ◇ Experian®, TransUnion®, and Equifax®
- Increase approval rates, conversion ratios, and lead retention
- Improve the overall borrower experience by offering a variety of credit options
- Instantly know if opportunities exist to improve your borrower's credit score with Credit Assure™

With Factual Data's Tier One technology, 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.

