

Home Equity Calculator

Empower your credit union website with robust lead generation



The ValueCheck Home Equity Calculator provides credit unions with an easy way to enhance their websites to capture and track leads for new home equity loans. It's easy for your customers to use — just three inputs are all that's needed. What's more, it's easily integrated into your website and fully customizable to your specific underwriting criteria.

Quickly Engage Your Customers

With the Home Equity Calculator app, your website visitors simply need to enter three inputs:

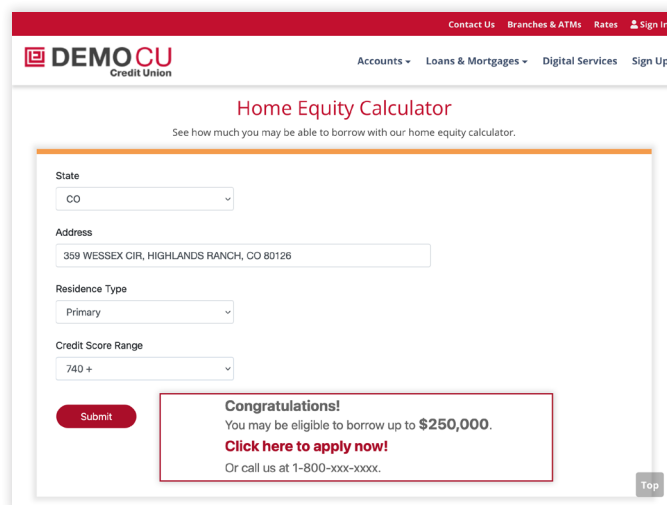
1. Street Address (with helpful typeahead searching)
2. Residence Type (primary, secondary or investment)
3. Credit Range (with ranges defined by your criteria)

Instantly, your customer can view an amount they may be eligible to borrow, along with a link to your online application.

That's customer interaction with real value.

Capture Insightful Marketing Data

At ValueCheck, we capture all of the user inputs (Credit Range, Address, etc.) and append other meaningful data such as Owner Name, Mailing Address, CLTV, all Outstanding Loan details and more. Additionally, we track which users have clicked on the "Apply Now" link to your online loan application. All of this data gets sent to you on a daily basis — an insightful source of marketing intelligence for your team.



How It All Works — Customization, Integration and More

Customizing the App to Your Criteria

We customize the Home Equity Calculator App to your specific criteria. You simply provide the following information:

- The credit score ranges that you want to use
- The CLTV that you require for each specific credit range
- The maximum loan limits that you want to incorporate

Calculating the Estimated Borrowing Amount

ValueCheck combines valuation data with loan data to calculate a CLTV (Combined Loan to Value) for each property.

Using this CLTV, along with your institution's custom CLTV and Credit Score underwriting rules, we then determine an estimated amount eligible to borrow.

This is the amount that's displayed.

Integrating the App Into Your Website

We designed the App as a responsive, Iframe solution, easily added you your website and requiring minimal technical resources.

Your web team would just dedicate space on a page for the Home Equity Calculator and include an <iframe> tag that refers to a ValueCheck URL. It's that simple.

To learn more, please contact us at 888-776-0042 or at sales@valuecheck.com.



www.valuecheck.com

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