Marketing XPRESS

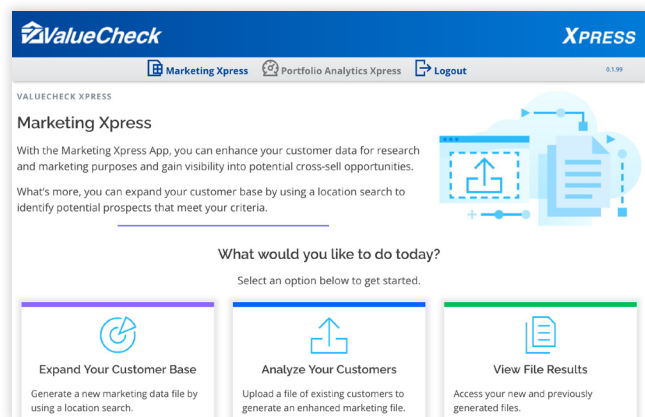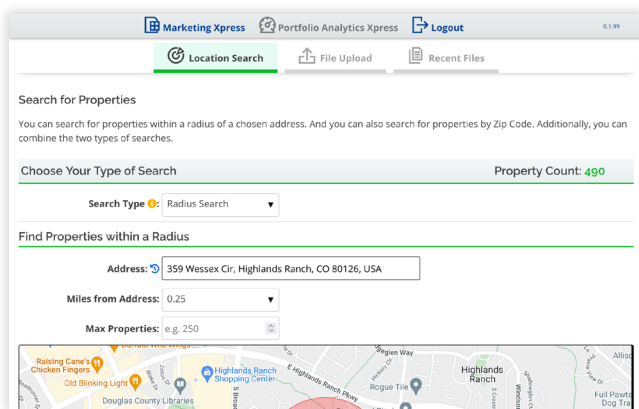## Discover new lending opportunities with data-driven marketing

With Marketing Xpress from ValueCheck, it's easier than ever to search for and identify new lending opportunities. Interested in expanding your customer base, or driving growth in your existing real estate loan portfolio? The Marketing Xpress website has the property and loan data that you need, along with easy-to-use functionality.

Analyze Your Customers

With Marketing Xpress, you can quickly upload your customer data file, and with just a few steps, download an appended file enhanced with insightful loan and lender data from ValueCheck:

- CLTV (Combined Loan-to-Value)
- Outstanding loan balances
- Loan interest rates and loan terms
- Lender names and more

Now, your customer data file is transformed into a powerful marketing research tool.

Expand Your Customer Base

Marketing Xpress also provides the robust Location Search functionality that you need to find homeowners in your areas:

- Find Properties within a Radius
- Locate Properties within Zip Code(s)
- Filter on Loan Characteristics, CLTV and more

It's never been easier to target prospective customers that match your criteria with precision and accuracy.

Drive increased loan volumes and achieve results in the following ways:

- Utilize CLTV to identify potential candidates to approach for new loans
- Expand you customer footprint near existing branches with a radius search
- Find homeowners and detailed information about their loans with existing lenders
- Identify customers that may benefit from loan consolidation (by using key drivers like Current Loan Interest Rate, CLTV and Loan Amount along with Credit Score)
- Discover customers with specific loan types (e.g. VA, Jumbo, FHA, HELOC, etc.)

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

www.valuecheck.com

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ValueCheck

Marketing Xpress Data

With Marketing Xpress, you can quickly upload a file with your customer data, and with just a few steps, download an appended data file, enhanced with property and loan data from ValueCheck.

You simply upload an input file containing the following data items:

- **Record Identifier** - A unique key specific to your institution providing for easy linkage
- **Name** - The first and last name of your member or customer (Optional, not required)
- **Property Address** - The address used to match to ValueCheck's database
- **Property City** - The full city name of the property
- **Property State** - The two-letter state abbreviation
- **Property Zip** - Either the 5-digit Zip Code or the extended Zip Code + 4 (e.g. 12345-9876)

ValueCheck Property Data

The following property data items are added to the output file that's generated:

- **Owner Name 1**
- **Owner Name 2**
- **Street Address**
- **Mail Address**
- **Property Type**
- **Owner Occupied**
- **Year Built**
- **Estimated CLTV (Combined Loan-to-Value)**
- **Date of Most Recent Sale**
- **Recent Sales Price**

ValueCheck Loan Data

The following loan data items, for up to two outstanding loans per property, are also added to the output file that's generated:

- **Loan Type (e.g. VA, Jumbo, FHA, HELOC, etc.)**
- **Origination Date**
- **Due Date**
- **Original Loan Amount**
- **Estimated Outstanding Amount**
- **Estimated Interest Rate**
- **Lender Name**
- **Jumbo Status (as determined by Origination Date)**
- **Jumbo Status (as determined by Current Date)**

Additional Proprietary Data

You can even add up to 10 additional user-defined items to enhance your output file.

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