

HomeValueBot Direct



Prevent Customer Run Off and Increase Cross-sell Opportunities

HomeValueBot® Direct (HVB Direct) leverages the power of the industry's leading consumer home valuation tool for direct mail purposes. Lenders are utilizing HVB Direct to determine estimated home values and available equity to deliver relevant targeted direct marketing messages.

How it works:

1. Lender pulls an extract from MortgageServ or other servicing platform that includes property address, mortgage balance, any second mortgage and previous sale date and price if available
2. HVB Direct appends value estimate to the property record and calculates available equity and LTV.
3. Lender segments file and develops relevant direct mail piece using either their own marketing team or through Fiserv.
4. Targeted prospect lists also available.

Benefits:

- Cross sell equity lines and loans to existing first mortgage customers
- Provide first mortgage customers with cash-out opportunities
- Increase loan and line amount to existing equity customers
- Reduce customer run off and attrition
- Values can be utilized for underwriting (requires ValuGuard Insurance)
- Provides consistent message throughout the loan process
- 90% national coverage

Recent Success Stories:

A top 50 lender leveraged HVB Direct into a direct mail program to existing customers and saw a 4.5% response rate and a 2.6% booked loan rate.

Another top 30 national lender leveraged HVB Direct into a controlled direct mail test. Results included a 37% lift in apps and a 31% increase in booked loans by using HVB Direct over the control group.

Loan Origination Systems

Customer Care

Valuation Services

Credit Services

Title Services

Mortgage Services

Closing and Settlement Services

Portfolio Services

Loan Servicing Systems

Default Management

Lender Risk Management