



Lead Locator™

Grow Your Business with Instant Access
to Only the Highest-Quality Leads

Identifying the Right Prospects

Targeting the right mortgage leads is critical to your success. Yet, finding truly qualified leads has always been a challenge. Far too often, your marketing campaigns fail to produce the impressive results you desire. Even worse, your campaigns produce a high volume of responses from people who don't actually qualify for your offers, wasting your time and valuable resources. Time and money spent pursuing the wrong leads can limit your growth potential – but, there is a better way. **Lead Locator™**, a state-of-the-art lead generation solution designed to provide quality mortgage refinance leads, supports a highly-targeted approach to lead generation.

Use **Lead Locator** to find exactly the type of refinance prospect you're looking for when they are most likely to be open to your offers. Quickly make the connection with owners seeking to eliminate PMI; subprime borrowers interested in lowering their interest rates; individuals seeking loan consolidation; and owners interested in trading their equity for cash. Enjoy the confidence of knowing you are targeting the right prospect from the very beginning.

Precision Makes Perfect

To ensure the perfect match for your offer, you must be able to pinpoint exactly the characteristics you are seeking. **Lead Locator** gives you more options than ever with its robust searchable data elements. An advanced loan-to-value (LTV) search allows you to search LTV ratios based on quarterly-updated values and values at the time of the original purchase, helping you quickly identify prospects with equity who are most likely to refinance. Target borrowers who originated loans during higher interest rate periods easily, by searching implied interest rates. You simply find rate estimates by viewing our matrix containing past records of 30-year non-conforming fixed rates. From there, you determine the timeframes during which interest rates were higher than current rates to identify candidates who are sure to be interested in refinancing their high-rate mortgage at a lower interest rate.

Generate the perfect leads every time by indicating your preferred loan characteristics:

- LTV ratio based on current housing prices
- Implied interest rate
- Refinance status
- Loan amount and type (conventional, adjustable or hybrid)
- Last loan date
- Sale amount
- Lender name and type (subprime, banks or finance companies)
- Available equity
- Geographic area



DATA SERVICES
A DIVISION OF FIDELITY NATIONAL INFORMATION SERVICES™

Convenient, Compatible and Cost-Effective Lead Generation

Convenient

- Generate Do-Not-Call-compliant leads you need instantly anytime, anywhere over the Internet
- Have us create your lead lists for you with delivery via e-mail or CD-ROM

Compatible

- Download results in your choice of popular formats, including those compatible with Microsoft® Word and Excel, as well as most current contact management and predictive dialer systems

Cost-Effective

- Spend more time selling and less time targeting unqualified leads
- Minimize the expense of mass mailing by quickly locating relevant leads

Data Quality That Can't Be Beat

Backed by our SiteX.com™ database – the industry's largest and most accurate of its kind – **Lead Locator™** enables you to access leads derived from information on more than 160 million property, ownership, sales and mortgage records. With continual updates to current records and around 575,000 new ownership records added every month, you can be confident you are tapping the most current, robust data available to obtain the high quality leads sure to make a positive impact on your bottom line.

Spend More Time Selling and Less Time Prospecting Starting Now



Contact FIS Data Services today to put **Lead Locator™** to work for you.

Phone: 877.436.3282

Fax: 626.808.9098

Web: www.SiteX.com



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