877-245-3237

WHEN AGED LEADS ACTUALLY FUND

The Funding Curve

About one in seven aged internet leads goes on to fund a mortgage — the pool **Revive** works. The part almost nobody measures is **when**: the loan records in the months after the consumer filled out the lead form, long after the lead gets written off as dead.

14.4%

of aged Revive leads go on to fund a mortgage, verified in public records — **about one in seven**. More than half of it records more than 90 days out.

THE SHAPE OF THE DEMAND

The demand outlives the lead

About one in seven aged internet leads goes on to fund a mortgage, and we can prove it straight from the public record. Those are Revive leads, aged internet leads that iLeads re-reads against current title and lien data. What we want to look at in this paper is the timing: when these loans actually record, they show up in the months after the form, long after everyone had already written the contact data off as stale.

THE FINDING IN ONE LINE

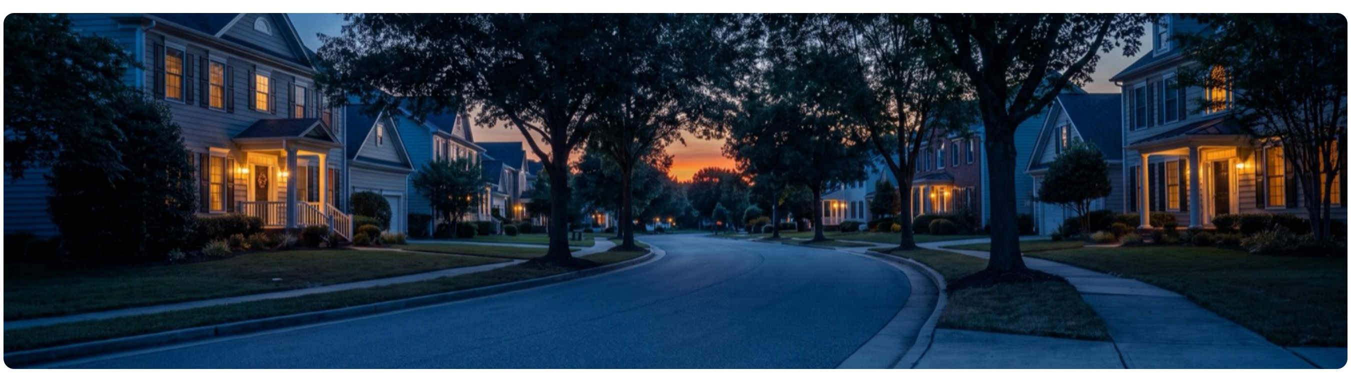
By the time a lead looks dead, most of its funding hasn't happened yet.

When a consumer fills out a mortgage form, they're telling you something real about intent. What the form can't tell you is the calendar behind it. Maybe they're waiting on a rate, maybe the house still has to go under contract, maybe there's an estate or a divorce to settle first (almost nobody funds a loan the week they start shopping). The intent is real from the first day, but the transaction runs on its own clock.

So the lead ages. It gets re-sold, re-worked, and eventually set aside. Then whatever was in the way finally clears, and the loan records... a new lien in the borrower's name, posted in the public record well after the lead was created.

The question we set out to answer is a simple one: once you know these loans fund, when do they fund? We took a large pool of delivered aged leads, dated every funded loan from the day its lead was created, and watched where those dates landed.

They didn't land on day one. More than half of the funding records more than 90 days after the form, about a third of it in months three to six, and the pool keeps funding through most of the first year. The demand doesn't expire when the contact data goes stale... it was running on the borrower's clock the whole time.



The demand outlives the lead: loans keep recording for months after the form. Illustrative.

567 San Nicolas Drive, Suite 180, Newport Beach, CA 92660 | 877-245-3237 | inquiries@iLeads.com

THE PROOF

Aged leads fund at scale — just for someone else

Three findings from the closed-loop match-back, every one straight from the public record.

1 in 7

AGED LEADS THAT FUND

About 1 in 7 aged Revive leads funds a mortgage, verified in public records.

66%

NOT THE ORIGINAL BUYERS

Two of three fund with a lender outside the group that bought it in real time.

3 in 4

WITHIN SIX MONTHS

About three-quarters fund within six months. The window is open now.

WHY IT CLUSTERS

The curve follows the borrower's calendar, not the lead's age

A lead's age only tells you how long it's been sitting on a shelf. What actually decides when a borrower is ready is a short list of events that gate a mortgage, and none of them take long to resolve (a rate they're waiting on, a house that has to sell first, a title question that has to clear). So the funding shows up a few months after the form, once the borrower's own timeline catches up, rather than on day one or years down the road.

01
The form
A consumer raises a hand. Real intent, on a clock nobody can see yet.

→

02
The wait
Something has to clear first: a rate target, an appraisal, a home sale, a credit item.

→

03
The window
The blocker resolves. For most borrowers that takes months, not years.

→

04
It records
The loan funds and a lien posts. For the bulk of the pool, inside six months.

THE MECHANISM

A mortgage waits on a rate, a sale, or a signature — none of which take years.

Every reason a funded loan runs late traces back to something concrete. The buyer needed their current home to sell. The rate had to come down to a number that worked. An appraisal or a title question had to clear. A co-borrower had to commit. None of these are open-ended, and they tend to resolve in a matter of weeks or months.

Stack thousands of those individual timelines on top of each other and you get the funding curve for the whole pool. The delays are real, but they're bounded, so the funding builds over the months after the lead and then tapers off as the last few complicated files finally sort themselves out.

It also changes what an aged file really is, which is the premise Revive runs on. The lead itself isn't old... the contact data is, and the opportunity behind it is usually still live. A borrower who was three months out from funding when the lead was sold will fund on that same schedule, whether or not anyone ever kept working the file.

That gap between old contact data and a live opportunity is the whole reason the timing is worth measuring. Reading the calendar instead of the shelf date is exactly what Revive does: it sorts the pool into the part that's close to funding and the part that's gone quiet.

HOW WE READ THE CLOCK

Every loan is timed from the original lead date

The curve rests on public records rather than opinion, and on one deliberate choice about where the clock starts. Every funded loan is dated from the day its lead was first created, read looking backward over leads we'd already delivered.

- **Matched to public records.** Each delivered Revive lead is matched against title and lien records, the same public record that documents every recorded mortgage in the country.
- **The 30-day rule.** A loan counts only when a lien is recorded more than 30 days after the lead was created, by any lender. That isolates loans that funded on the aged timeline, rather than same-week closings.
- **The clock starts at the lead.** Every timing figure is measured from the original lead-creation date, looking back over orders already delivered. It describes when this pool funded, rather than a countdown that begins the day someone starts working a lead.
- **Any lender counts.** This is a funding-spread finding: how much of the pool ends up funding, with whoever closes it, rather than a capture rate any one client is guaranteed to write.
- **The sample.** 40 delivered match-back orders, about 437,000 leads, 63,105 funded. About three-quarters of them record their funding within six months of the original lead date, and the pool keeps funding through most of the first year.

Honest scope

"Funded" here means a public-record lien recorded more than 30 days after the lead was created, by any lender, across 40 match-back orders (about 437,000 leads). Every timing figure is measured from the original lead date and read in hindsight, so it describes when this pool funded rather than counting from the day someone works a lead, and it carries no upper time cap. This is a funding-spread finding in iLeads' own analyses, rather than a buyer-capture rate or a guaranteed return. It covers the batches we analyzed and nothing beyond them.

WHAT COUNTS AS A FUNDED LOAN

First 30 days NOT COUNTED	**A lien recorded by any lender, more than 30 days after the lead — counted, with no upper time cap**

DAY 0 — LEAD CREATED

NO UPPER CAP →

The 30-day floor screens out same-week closings, so what remains funded on the aged timeline. With no upper cap, the rate counts the late funders a bounded 180- or 270-day study would miss.

WHY IT'S WORKABLE

A predictable pattern beats a lucky guess

One in seven aged leads funds, and it funds in the same shape order after order, instead of at random. That consistency is what separates a lottery from a signal you can actually build on.

THE UPSHOT

A signal that holds its shape across more than 437,000 leads isn't luck. It's something you can build on.

For anyone sitting on aged inventory, the timing matters less as a countdown and more as proof the demand is real. It funds in the same shape, order after order, over the months right after the lead, rather than in a thin trickle spread across a decade of maybes.

Because the clock runs from each lead and not from the day a file lands on your desk, the shape alone can't tell you which records are still live right now. Sorting the ones that are close from the ones that have gone quiet takes a fresh read of every record against current data.

FUNDED, VERIFIED IN PUBLIC RECORDS

63,105

aged-lead mortgages that funded across the analyzed Revive orders — every one a public-record lien.

That fresh read is where **Revive** does its work. iLeads doesn't buy or resell aged leads; it re-reads a long-running rev-share corpus of consumer-submitted records against current title and lien data, runs the collateral, classifies each record by loan type, and clears it through compliance before anything ships. What comes back is underwriting-ready: the opportunities that can still fund today, and only those. Revive isn't aged leads; it's current opportunities with aged contact data, delivered only when the record confirms they can still fund.

There's a second finding folded into the timing. When these loans fund, two-thirds of them close with a lender outside the group that bought it in real time. The first buyers moved on, and somebody else wrote the loan. That's the opening Revive sells, on whatever lead-age window you decide to work, and it's how you end up being the lender who's still there when the loan finally comes due. Our companion paper, Funded Elsewhere, follows where that money goes.