

# LEAD **XL** Lead Analytics For Lending

## GateKeeper



### Real Time collateral analytics for your lead flow

All Mortgage Leads Are Not Equal...**GateKeeper Knows** Which Are The Winners

- ✓ Analyzes **every** lead with **271 current lien and value data points** in real-time.
- ✓ Routes leads based on the **quality of the underlying collateral**.
- ✓ GateKeeper **provides detailed lending scenarios** from any lead source

## Revive



### Capture New Loans from your existing leads

Breathe New Life Into Your Database Of Aged Prospects or Past Clients

- ✓ Analyzes every record in your database to identify today's opportunities
- ✓ Brings partial, incorrect, or incomplete lending leads back to life.
- ✓ Gives you an entirely up to date list of new customers - exclusively yours!

## Performance



### What did your Competitors Close from your leads

Understand Your Marketing Metrics With **Post Closing Lead Funding Analytics**

- ✓ Provides the **ultimate funding status** on each and every lead.
- ✓ Ranks **each and every dollar** of your marketing spend by actual funding rate
- ✓ With Performance, your marketing spend is **always** hyper targeted!

## Now there is a solution to close more loans from your existing lead sources

**Collateral Analytics** - Our world-class banking, lien and property data assets cover 145+ million U.S. homes, allowing us to analyze and enhance any lead source in real-time. With LeadXL added to your leads / marketing, up to the minute title, lien, tax, valuation sales history, comparable sales, property characteristics data (and more), is at your fingertips with no G&A or infrastructure costs!

We build smart products to help our clients grow their businesses! We're far from just another lead company!

