

Fund More Loans from Your Marketing

With real time access to the nation's largest multi-source set of public record real estate data, iLeads can help you understand which lead has both the capability as well as likelihood to fund. Combine those world-class property data assets, with your marketing channels and you'll have both the power of insight and the fuel to fund more loans from any lead source!

We call it **Collateral Analytics**. You'll just call it **more fundings**.

GateKeeper



GateKeeper: Real time collateral analytics for lending leads

- ✓ 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

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

Revive: Capture New Loans from your old leads

- ✓ Analyzes your database to identify **in the money consumers** using collateral analytics
- ✓ Brings partial, incorrect, or incomplete **leads back to life** and opening opportunities
- ✓ Gives you an entirely up to date list of new customers - **exclusively yours!**

Revive is: Database Mining Of Aged Leads or Past Clients

Revive



Performance



Performance: Competitive funding analysis for your marketing

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

Performance Gives You A Complete **Understanding of Your Marketing Spend**



Our Clients

