



ListSource™

New Feature: *Predictive Analytics*

Target Higher Quality Leads Using Predictive Analytics

CoreLogic® is introducing five new propensity (likelihood) models to the ListSource platform. The models use proprietary CoreLogic® modeling data to **predict the relative likelihood that a household in the U.S. will take certain actions within the next six months.**

Likelihood Models

- 1 **Likelihood to List for Sale:** Identify properties likely to go on the market before they are actually listed.
- 2 **Likelihood to List for Rent:** Identify properties likely to go on the rental market before they are listed for rent.
- 3 **Likelihood to Refinance:** Intended to predict the likelihood of a household applying for a refinance.
- 4 **Likelihood to Purchase:** Intended to predict the likelihood of a household applying for purchase loan.
- 5 **Likelihood to take out a HELOC:** Intended to predict the likelihood of a household applying for a home equity line of credit.

Likelihood Score Range

- Very High (796-999)
- High (601-795)
- Moderate (481-600)
- Low (371-480)
- Very Low (1-370)

The potential of these actions occurring is then calculated and each property is given a likelihood score. The higher the score, the stronger our confidence that the action will occur.

What data goes into these models?



*Including but not limited to.

Key Highlights:

- Our Data Modeling team includes members who specialize in financial models and customer acquisition propensity models with over 300 years of combined real estate industry experience.
- Our models have been developed using a significant amount of historical data to reflect a variety of differing market conditions with an emphasis on current trends.
- Our models are audited for performance on an annual basis and monitored monthly for unexpected shifts in the data.

How could this benefit my business?



Reduce costs by marketing only to targeted, qualified homeowners



Improve marketing campaign performance through early identification of qualified prospects



Gain a competitive advantage with **timely listing intelligence**

What are some potential use cases?

- Identify and target properties that better fit your business model
- Tailor messaging and offers effectively engage clients and prospects
- Market financial products, property improvement and home services, as well as realtor and moving services to homeowners
- Assess an existing borrower's intentions and create retention and upsell/cross-sell opportunities