

# WHAT ONCE WAS LOST CAN NOW BE FOUND



## *Learn where applicants went and why*

### **CATCH AND KEEP THEM IN THE FUTURE WITH OUR NEW LOST SALES ANALYSIS**

Do you have a handle on who's winning your lost business and how? If not, your marketing ROI is lower than it needs to be. With our new Lost Sales Analysis by Equifax, you can maximize your marketing ROI, improve customer retention and reduce pipeline fallout with loan-level competitive intelligence.

By taking a deep dive into your data, the Lost Sales Analysis can help you:

- Determine if your applicants closed their loans with a competitor
- Monitor portfolio run-off trends and improve customer retention
- Assess pipeline fallout to improve closing rates

### **IT'S ALL IN THE DETAILS**

Our Lost Sales Analysis contains the detailed data you need to identify trends and alter your strategies, products and terms to successfully attract and retain credit-worthy borrowers. Specifically, the Lost Sales Analysis output includes:

- Name of the lender associated with the lost sale
- Characteristics associated with the consumer's new loan
  - origination date
  - origination amount
  - loan type
  - estimated balance
  - open loans
  - purchase address
  - purchase price
  - sale date
  - sale amount
  - LTV/CLTV
- Purchase/Refinance Flag

#### **LEARN MORE:**

**call:** 800.258.3488

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**web:** [creditplus.com/lostsales](http://creditplus.com/lostsales)



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# WHO BENEFITS – AND HOW

## YOUR ROLE

## WHAT YOU WANT TO LEARN

## THE QUESTIONS OUR LOST SALES ANALYSIS CAN HELP YOU ANSWER

### MARKETING/SALES



### Where did the lead go?

Did the applicant close or were they not qualified?

Did they go to a competitor and why (e.g. quicker contact with the lead, geography, better interest rate, or better customer service)?

### ORIGINATION/PRODUCTION



### What happened in the pipeline?

Was too much documentation required?

Did the applicant object to the non-refundable deposit?

Was the appraisal too low?

Were there LTV changes?

Did it take too long to close?

### PORTFOLIO RETENTION



### Why did my existing customer leave?

How many touches did the applicant receive?

When compared to a retained customer, was anything done differently?

Was pricing competitive enough?

Was there enough customer service/call center support?

**FIND OUT WHERE YOUR LOST SALES WENT SO YOU CAN RETAIN THEM IN THE FUTURE.**

Contact [info@creditplus.com](mailto:info@creditplus.com) for more information or visit [www.creditplus.com/lostsales](http://www.creditplus.com/lostsales).



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Lost Sales Analysis is a product of Equifax Inc., Atlanta, Georgia and Credit Plus is a certified reseller.

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