

Reverse Mortgage Prospects

Details:

Seniors can tap into the home equity they have built up without moving or taking on extra debt. If you are familiar with the HUD-insured Home Equity Conversion Mortgage (HECM) or the Fannie Mae Home Keeper Mortgage, then you already know the benefits of targeting seniors for reverse mortgages. This is one of the fastest growing mortgage products in the industry. Tranzact Information Services has successfully combined self-reported age information with estimated LTV and other mortgage attributes to pinpoint the best reverse mortgage candidates.

Universe:

More than 1 million records covering 50 states.

Restrictions:

One-time use only – multiple usage available. Mail piece and telemarketing script approval may be required.

Updates:

Every 30 days.

Available Attributes:

Our most popular attributes are listed at the right. Please note that the marketing universe may be limited based on the number of selected attributes. All attributes may not be fully populated on each record.

With the largest, most deeply populated and accurate information available and a team of direct marketing experts on hand, Tranzact Information Services is uniquely positioned to help financial services professionals acquire new customers.

FEATURES:

- **STANDARD ATTRIBUTES:**

- Name
- Address
- Phone Number (by request)

- **ESTIMATED ATTRIBUTES:**

- Estimated LTV
- Estimated Current Home Value

- **MORTGAGE ATTRIBUTES:**

- Mortgage Amount
- Mortgage Date
- Loan Type
- Rate Type
- Lender Name
- Purchase Amount
- Purchase Date

- **FORMAT:**

- Standard: Comma Separated (ASCII comma delineated or .CSV)

- **ONLINE FILE DOWNLOAD:**

- No Charge

Contact your Tranzact IS sales representative for more information:

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