

LISTING INSIGHTS

Increase Repeat Business with Listing Insights

The average lender only retains 20% or less of borrowers.* In one month alone, that could result in upwards of \$10M in lost loan originations. Retain more business and create lifelong customer relationships with Listing Insights, a contact data point within Total Expert that shows if a customer recently listed a property for sale on the MLS. Total Expert makes this data valuable by notifying loan officers of new listings and automating communications on their behalf.

How It Works

Create a Listing Insight Lead List with Focused View, a follow-up list complete with contact information, history, and outcome tracking.

Reach Out on Behalf of Loan Officers with the Listing Insights Journey, set-it-and-forget-it, multi-channel marketing automation.

Send an Email Alert for a loan officer to follow up automatically when a new Listing Insight is created for one of their customers.

*Black Knight, Inc.'s Mortgage Monitor Report

Know when your customers are ready to buy their next home before they start their search with Listing Insights.

Results

- Close more loans by knowing when you have the opportunity for repeat business.
- Recapture previous customers through automated, personalized communications on buying their next home.
- Create lifelong customer relationships by providing listings as opportunities for loan officers to check-in, better understand where they are in their buying journey, and be there for them throughout the process as a trusted advisor.