



Expert Content Abbreviations

Journeys

- Lead – Purchase Renter – LPR
- Lead – Purchase General – LPG
- Lead – Purchase Current Homeowner – LPCH
- Lead – Purchase Credit-Challenged – LPCC
- Lead – Purchase Investor – LPI
- Lead – Purchase Vacation/2nd Home – LPV2
- Lead – Refinance – LR
- Lead – Realtor Partner – LRP
- Lead – Builder Partner – LBP
- Lead – Other Partner – LOP
- In Process Milestone Borrower – MPB
- In Process Milestone Selling Agent – MSA
- In Process Milestone Listing Agent – MLA
- In Process Milestone Refinance Borrower – MRB
- Birthdays (two years)
- Holiday (two years)
- Post Close Partner – Consumer
- Post Close Partner – Selling Agent – PCP-SA
- Post Close Partner – Listing Agent – PCP-LA

Other Abbreviations

- Light Touch – LT
- Medium Touch – MT
- High Touch – HT
- Single-Branded – SB
- Co-Branded – CB
- Consumer Direct – CD
- Customer Intelligence – CI
- Loan Officer – LO
- Loan Officer Assistant – LOA
- Firm Offer of Credit – FOC
- Expert Content – EC