

# Reliable Real Estate & Mortgage Data for the Industry's Enterprise Customers

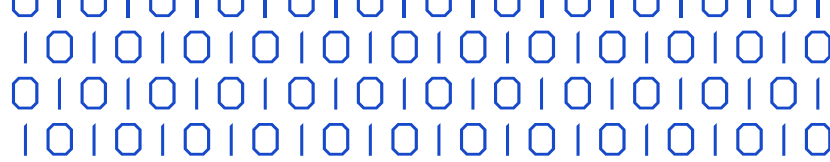
## Embrace a Company-wide Data Operating System

Mobility Market Intelligence (MMI) is a SaaS-based Data Operating System (DOS) that enterprise teams in the mortgage, real estate, and mortgage-related industries can deploy in all areas of their business to guide decisions and drive growth.

Driven by the industry's most reliable source of mortgage and production data, MMI is trusted by 20 of the top 25 lenders in the nation. These lenders use MMI to access loan production data for LOs, gather market share insights and competitive intelligence on other lenders, and dive into real estate office and agent sales data.

Not limited to lenders and LOs, MMI provides value across company roles and industry verticals.

# Your Solutions for...



## Partner Growth

### Challenge

In an always competitive real estate market, consistent and dependable real estate agent partnerships are invaluable. According to MMI data, if an LO works with 2 or more buy-side agents during a 12-month period, they produce on average 50 transactions. LOs who work with 1 or zero agents, on the other hand, only average 33 over this same period. The value of multiple agent partners is clear.

But forging new relationships or growing existing ones can be difficult for LOs. First, it can be hard to identify who the right partners are to reach out to. And second, once identified, how do they differentiate themselves from every other LO in their market?

### Solutions

MMI provides several ways for LOs to overcome this challenge:

- ▶ Past transactions for RE Agents plus Transaction Data
- ▶ NMLS matches to past borrower transactions with LO notified about a borrower's new listing via email
- ▶ Agent Relationships begin with informed conversations — filter your search criteria by city, by volume, and by transactions
- ▶ Real Estate Agent Tracking with new listings identified daily
- ▶ LO Agent Wallet Share shows how much of the agent's business you are really receiving
- ▶ MobilityRE app to share with agents that provides them with microsites for their listed property, plus a home search app that tracks prospect behavior.

## Recruiting Research

### Challenge

Identifying the right LOs to bring on to your team is critical to growing a successful mortgage business. As helpful as LinkedIn can be, it isn't going to show you an LO's production numbers and certainly won't let you search and filter LOs by VA or FHA volume. MMI provides this info and far more.

### Solutions

MMI delivers all the tools a recruiter needs to search for and identify the right candidates for their business:

- ▶ Search, view and sort LOs by production rank, locations and more
- ▶ Fast Facts for every LO show full breakdown, volume of past 14 months, YTD, purchase vs refi, transaction types, loan types, plus more.
- ▶ Compare year-over-year LO Production
- ▶ Identify new licensees by state
- ▶ Research non-producing roles like Underwriter, Processors, LOA and other operational staff

## Executive Insights

### Challenge

Executive leaders need reliable data in order to make informed and confident business decisions. Unfortunately, they do not always have access to accurate lender and real estate office data that tells them where and how much production is being done.

### Solutions

- ▶ Lending company data includes roster, office locations, loan types, purchase vs refi, builder relationships, title company relationships, and more.
- ▶ Granular insights into multi-county MSAs provides ability to research areas of new business growth and opportunity
- ▶ Peer-to-peer lender analysis
- ▶ Census tract data to spot opportunities within LMIs
- ▶ Optional premium custom interactive dashboards and reporting

# Who MMI is For

Companies across all facets of the mortgage industry rely on MMI's data to grow their businesses



## Lenders

- ▶ Deployed among ranks of LO users to improve agent relationships
- ▶ Used by HR and recruiters to source new talent
- ▶ Relied on by executive leaders to make informed high-level decisions
- ▶ Used by LOAs to manage partner relationships and track listing alerts
- ▶ Feeds data and contact info into CRMs for use by marketing admins



## Banks & Credit Unions

- ▶ Monitor all bank customer and credit union member addresses for opportunities and fallout
- ▶ Zip code filters to identify LOs and RE agents working in and doing business in underserved communities
- ▶ Research production at the county level
- ▶ Use Business intelligence dashboards to filter down production across multiple counties and other metrics



## Wholesale

- ▶ Specific data features built exclusively for wholesale lenders
- ▶ Broker and lender search filtered to only the wholesale industry
- ▶ Search for non-producing roles like underwriters and processors
- ▶ Detailed competitive analysis of where brokers send their deals
- ▶ Lists of top Non-QM brokers



## Title

- ▶ Identify new lender and agent partnerships in their area
- ▶ Discover what other title companies their agent and lender partners use
- ▶ Perform competitive research of other title companies by location, production levels, and more



## Homeowners Insurance Agencies

- ▶ Identify new prospects based on recent home sales by customer portfolio and partner network
- ▶ Discover new real estate and loan officer partners by geolocation
- ▶ Analyze market area and conditions to determine current opportunities



## Mortgage & Real Estate Vendors

- ▶ Use production and market data to identify opportunities among real estate and mortgage prospects
- ▶ Connect some of MMI's alert notifications into their own current systems
- ▶ Push contact data into their CRM or system of record for future prospecting