



Acquisition Triggers

Give up the guessing game: Identify qualified consumers when they are shopping for mortgages.

Acquisition Triggers enable you to quickly identify new sales opportunities—whether in your existing portfolio or prospecting—and drive incremental revenue. This prescreen service pinpoints market-ready **consumers who have had a mortgage inquiry within the last 24 hours AND have been screened to meet your credit criteria.**



Use Acquisition Triggers to find creditworthy new home buyers OR those actively interested in a refinance.

Benefits of Mortgage Triggers

- Increase revenue by targeting consumers when they are in the market for mortgages.
- Ensure the consumer meets your lending criteria.
- Reduce acquisition expenses associated with marketing to unqualified prospects or those not in the market for a mortgage.

Mortgage Trigger Report Details

- Reports are delivered to you seven days a week.
- Additional credit attributes can be appended to “complete the picture.”
- Reports are fully automated.
- Report outputs can be delivered to you, your mail house, or your processor via a secure encrypted data transfer.

**Gain a competitive advantage with Acquisition Triggers for mortgage!
Contact your Equifax Relationship Manager to get started.**



CONFLUENT STRATEGIES

EQUIFAX | Sales Agent