

# EQUIFAX PROPERTY DATA & ANALYTICS



FOR MORTGAGE

## QUICK FACTS ABOUT PD&A DATA EXCLUSIVELY FROM EQUIFAX

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- non-FCRA public record data
- no credit information is returned
- no use case limitations
- option to append email addresses



## BUILD YOUR MARKETING LIST USING TARGETED GEOGRAPHIC FILTERS:

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- ZIP codes
- cities
- counties
- states

## PROPERTY DATA USE CASES FOR MORTGAGE

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- Refinance (rate and term vs. cash out)
- HELOC marketing
- HELOC line review

## SAMPLE DATA POINTS

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- Interest rate
- LTV/CLTV
- MLS status
- Owner-occupancy flag



CONFLUENT STRATEGIES

**EQUIFAX** | Sales Agent

For more information on how to leverage Property Data & Analytics, reach out to your Equifax Relationship Manager.

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## COMMONLY USED PROPERTY DATA ELEMENTS

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**Automated Valuation Model (AVM) Data Appends:** The following data elements are available to be returned as part of the AVM output for each submitted property in spreadsheet format at the customer's request:

- Current Estimated Value
- Current Estimated Value Range
- AVM Confidence Score

**Public-Record Lien Data Appends:** Includes the following data elements for each submitted property in spreadsheet format, when available:

- Last Property Purchase Date
- Last Property Purchase Price
- First Mortgage Date
- First Mortgage Amount
- First Mortgage Interest Rate
- First Mortgage Loan Type
- Second Mortgage Date
- Second Mortgage Amount
- Second Mortgage Interest Rate
- Second Mortgage Loan Type
- First Lien Lender Name
- Second Lien Lender Name
- Estimated LTV (only available with the purchase of AVM)
- Estimated CLTV (only available with the purchase of AVM)
- Owner Occupancy Flag



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