

## Endless Resources for Your Marketing Needs

# REVERSE MORTGAGE DATA

### Build Your Own Customized Reverse Mortgage Lead Mailing/Telemarketing List!

#### SAMPLE USEAGE:

- ∞ Long Term Medical Care Offers
- ∞ Retirement Opportunities
- ∞ Insurance Service Offers
- ∞ Debt Consolidation

Reverse Mortgages, also known as Home Equity Conversion Mortgages (HECM), allow Seniors over the age of 62 to tap the equity in their home without monthly mortgage payment requirements. Reverse Mortgages from the private sector or insured by the federal government can help qualifying Seniors to take advantage of tax-free income, temporarily eliminate monthly mortgage payments, reduce debt and in some cases stop a foreclosure. These prospects are ideal for offers related to debt consolidation, home improvement, insurance services, retirement opportunities, long-term medical care, reduction of estate taxes and many other direct mail offers. Target these Reverse Mortgage prospects to inform them of a solution specifically designed for their situation.

**SPECIFICATIONS:** Direct Mail, Telemarketing  
**MAINTENANCE:** NCOA processing  
CASS certified, DNC compliant

#### AVAILABLE SELECTS:

- ∞ Geography
- ∞ Modeled Credit Score
- ∞ Generic Insurance Risk Score
- ∞ Home Purchase Price
- ∞ Home Purchase Date
- ∞ Mortgage Amount
- ∞ Original 1st or 2nd Mortgage Amount
- ∞ 1st, 2nd Historical Refinance Amount
- ∞ Interest Rate Most Recent Mortgage
- ∞ Foreclosure Property Indicator
- ∞ Loan-to-Value (LTV)
- ∞ Home Current Market Value
- ∞ Mortgage Date
- ∞ Mortgage Refinance Date
- ∞ Refinance Flag
- ∞ Year Home Built
- ∞ Absentee Owner Indicator
- ∞ Type of Property
- ∞ Subprime Lender Indicator
- ∞ Hispanic Indicator
- ∞ Estimated Income
- ∞ Inferred Age
- ∞ Presence of Cars
- ∞ Lender Name Present
- ∞ Apartment Indicator
- ∞ Mobile Home Indicator
- ∞ Age
- ∞ Gender
- ∞ Mortgage Loan Type

#### ADDITIONAL LISTS ALSO AVAILABLE:



- ∞ Prescreen Credit Data
- ∞ Modeled Credit Data
- ∞ Auto/Mortgage Triggers
- ∞ Saturation Lists
- ∞ New Business Lists
- ∞ Auto Title Data
- ∞ Mortgage Leads
- ∞ Investor Lists
- ∞ ...plus 100's more!



#### **Some of the little, yet important details:**

- ▶ Responsive Customer Service – Need help finding something? Just give us a call! We are happy to run free counts and/or set you up on a count system.
- ▶ Expert Consultation – Verification of your credit prescreen driven mail piece and/or telemarketing script for data release – we help keep you FTC FCRA, DNC and FCC compliant so you can rest assured your business is in good hands.
- ▶ Convenient access to National Credit Bureau's Online Count & Order System – fast turn around on Specialty/Manual list requests.
- ▶ Over 10 years experience – Our special high volume relationships (we sell millions of records a month) means that you get the best rates around!!!

**ENDLESS RESOURCES, INC. | CALL TOLL FREE: 866-430-0514 | [INFO@ENDLESSRESOURCES.COM](mailto:INFO@ENDLESSRESOURCES.COM)**