



Informative Research



### Custom Leads

Customize the credit criteria to fit your needs so you get the best quality leads for your business



### Act Instantly

We deliver active leads daily so you can pick up more prospects faster than ever



### Close More

Get alerts for recent mortgage inquiries, so you can target primed consumers



### Predictive Modeling

Indicates which consumers have the strongest possibility for new loan activity

# Prospect Insight

Good quality leads are more important than ever and can make the biggest impact on your bottom line. With IR's Prospect Insight, get customized, prescreened leads that enable you to grow your market share no matter the economic conditions.

## Get Better Quality Leads to Build Your Revenue

#### STAY COMPLIANT

Use FCRA-approved consulting expertise to stay compliant so you don't run into unnecessary delays

#### EXPEDITE SALES

Using predictive modeling and MLS monitoring, be the first to spot purchase and refinance opportunities

#### SPECIFIC INSIGHT

Leads can be specific to banks, brokers, credit unions, institutional lenders, mid-tier lenders, etc.



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informativeresearch.com



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It can be difficult to find leads, especially as the market starts to shift to purchasing. But Informative Research and their Prospect Insight tool is fantastic for filling that revenue gap. I get real, quality leads that turn into approved clients."  
- Shannon T., Loan Officer

