

NEW

MARKETSHARE ENHANCEMENTS



DATA SOLUTIONS

Turning Information Into Opportunities



Mortgage Marketshare Module

Strategically Manage Your Competitive Advantage

Monitor, analyze and track lending activity in new ways with The Warren Group's Mortgage Marketshare Module.

THE INFORMATION YOU NEED, NOW ON DEMAND:

- Measure sales performance against competition and market activity
- Identify high-performing competitors
- Locate and target emerging markets
- Determine sales territories and quotas
- Benchmark the productivity of originators and offices
- Track market share trends and rankings
- Demonstrate compliance with the Community Reinvestment Act

The Warren Group now gives you the ability to dissect and analyze the mortgage lending market as you define it: by time periods, lending territories, geographic areas, mortgage types, and mortgage amount. Our interactive module allows you to build custom reports to view market trends, monitor competitors, and measure your own market penetration - across multiple time periods, geographies and more. Tell us your objectives and we'll connect you with vital market intelligence to exceed your goals.

NEW: SEGMENT MARKETSHARE BY PROPERTY GROUPING, INCLUDING:

- Single-Family
- 3 Family
- Hospitality
- Mixed Use
- Other Commercial
- Condo
- Other Residential
- Industrial
- Office Building
- Land
- 2 Family
- Apartments
- Medical
- Retail

BUILD REPORTS TO VIEW THE MARKET THE WAY YOU SEE IT:

- View Marketshare percentage and overall ranking by \$ volume or # of loans for Purchase, Refinance and All Loans
- Segment Marketshare by state, county, town; and drill down by loan amounts, loan types, and property types
- Generate Reports on screen, save to .pdf or export to .xls, .csv or .txt
- Perform unlimited searches and downloads, save up to 20 favorite queries.

PREMIUM FEATURES (ADDITIONAL FEES APPLY):

- Segment market share by lender type or select specific lenders
- Segment market share by custom regions, zip codes, and census tracts
- Create unlimited saved queries

PREMIUM FEATURES (ADDITIONAL FEES APPLY):

- Increased frequency or identifying cross collateralized loans as well as home equity lines of credit.
- **Coming soon:** Ability to remove HELOCs from "Non-Purchase Mortgage" Report

INTERESTED IN LEARNING MORE? CALL 617.896.5365 TODAY OR EMAIL DATASOLUTIONS@THEWARRENGROUP.COM