



Marketing Intelligence for Customer Expansion and Retention From The Warren Group

You know your customers, but wouldn't you like to know more about them? They may have a depository account with you, or maybe they came to you for a consumer loan.

Do they own any real estate?

Do they have a mortgage with your competitor?

Do they own more than one property?

Are they renters, or investors?

Do they have a great deal of equity in their home?

Answering these questions will help you pinpoint your strategic marketing efforts, enhance your customer relationships, and provide more complete banking solutions.

We'll dig into our database, match it with your customer information and unearth the hidden gems already walking through your doors!

We'll perform a recurring analysis of your customer base including:

- Detailed real estate position for depository and consumer loan clients
- Assessed value, AVM, room counts, lot size, and other amenities
- Owner occupancy and potential renters
- Properties with no recent mortgages
- Mortgage history for properties, including lender name, loan amount, and origination date
- Loan to Value Ratio of properties with mortgages
- Distressed property statistics and density analysis

Custom match append services help banks:

- Find potential first time home buyers
- Identify customers who own more than one property
- See who has first or second mortgages with your competitors
- Locate the best candidates for refinances, or home equity loans
- Discover top prospects for premiere investment services

Keep More Customers and Grow Your Business

Contact us Today!

Call 617-896-5392 to speak with an Account Manager about which reports are right for your organization or email sales@thewarrengroup.com