

CoreLogic

CUSTOMER ENGAGEMENT SOLUTIONS

# Empower your clients with smart property insights

APR 2024



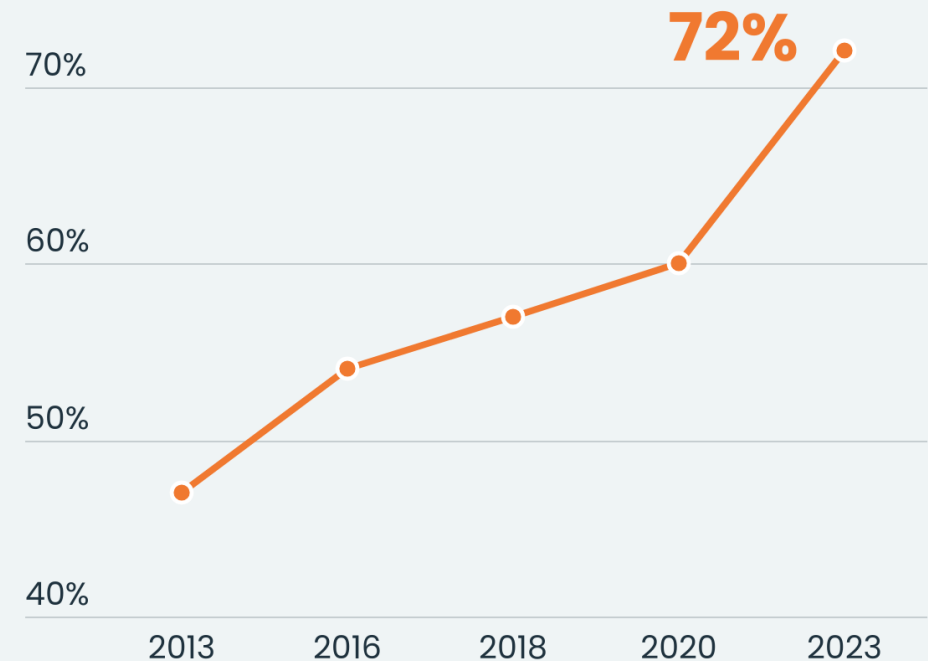
# In 2023 **broker-originated mortgages** surpassed **70%**

- ✓ Choice
- ✓ Simplicity
- ✓ Expertise



2024 Mortgage Broker Playbook of Success

## Broker mix | **total market**



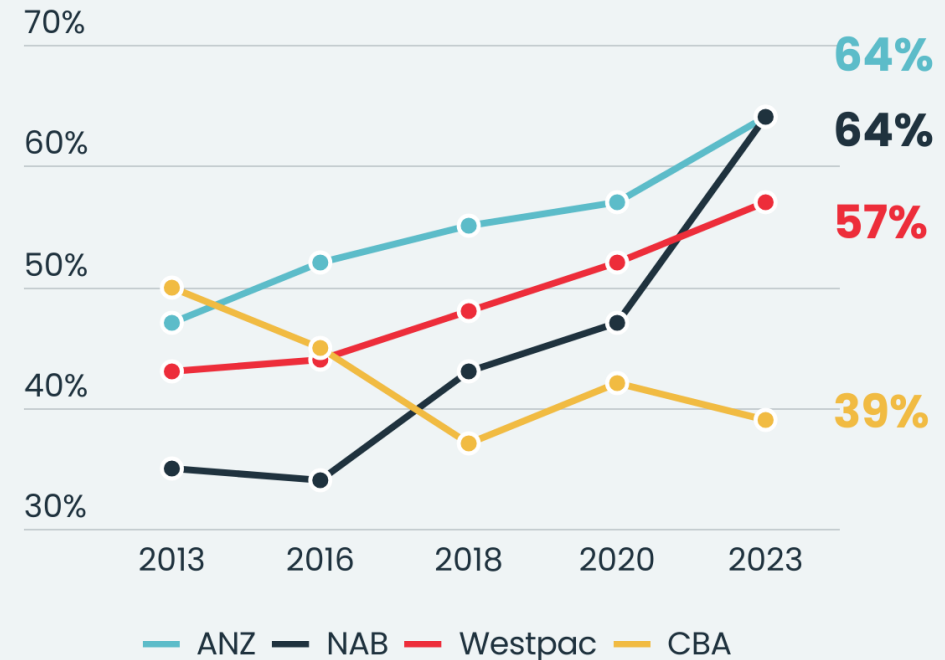
Source: CoreLogic and MFAA Quarterly Market Share Report 2013 - 2023

Banks are  
**investing heavily**  
in **digital enablement**



2024 Mortgage Broker Playbook of Success

### Broker mix | **major banks**



Source: ANZ, NAB, Westpac and CBA Annual Reports 2013 - 2023

# Scarcity of **qualified leads**, high **customer expectations** and the need for **digital adoption**

- ✓ Increased customer expectations
- ✓ Establishing a strong digital presence
- ✓ More brokers and fewer qualified home buyers



# Average broker **lead conversion rate** based on engagement levels

|                | Manual & inconsistent customer engagement | Automated & consistent customer engagement         |
|----------------|-------------------------------------------|----------------------------------------------------|
| Qualified Lead | <b>15%</b> Average broker conversion rate | <b>50%</b> Average broker conversion rate<br>▲ 35% |
| Hot Lead       | <b>50%</b> Average broker conversion rate | <b>70%</b> Average broker conversion rate<br>▲ 20% |

Qualified Lead: Strong qualifications and intent to buy within the next 18 months  
 Hot Lead: Ready to buy within the next 3 months

2024 Mortgage Broker Playbook of Success





In order to **win new clients and retain existing ones**, brokers need to differentiate themselves by offering personalised services, demonstrating expertise, and building trust.



OUR SOLUTIONS

# Accelerate your broker business with Customer Engagement Solutions



## Identify high-value prospects

Recognise those who are actively researching the market



## Automate lead generation

Enable clients to self-serve with gated report, and the option for leads to flow into your system of choice



## Gain valuable customer insight

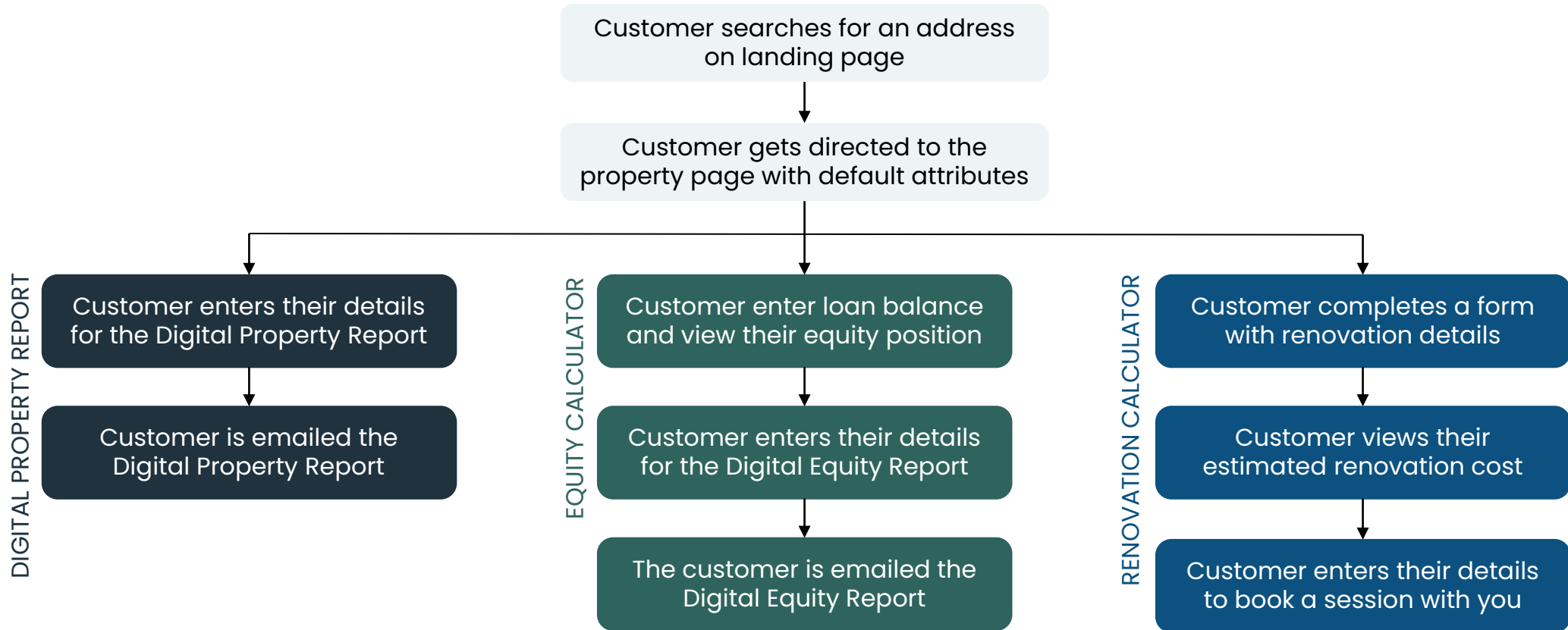
Confidently tailor messaging relevant to your client's needs



## Elevate your reputation

Through digital presence and by delivering valuable information to your clients

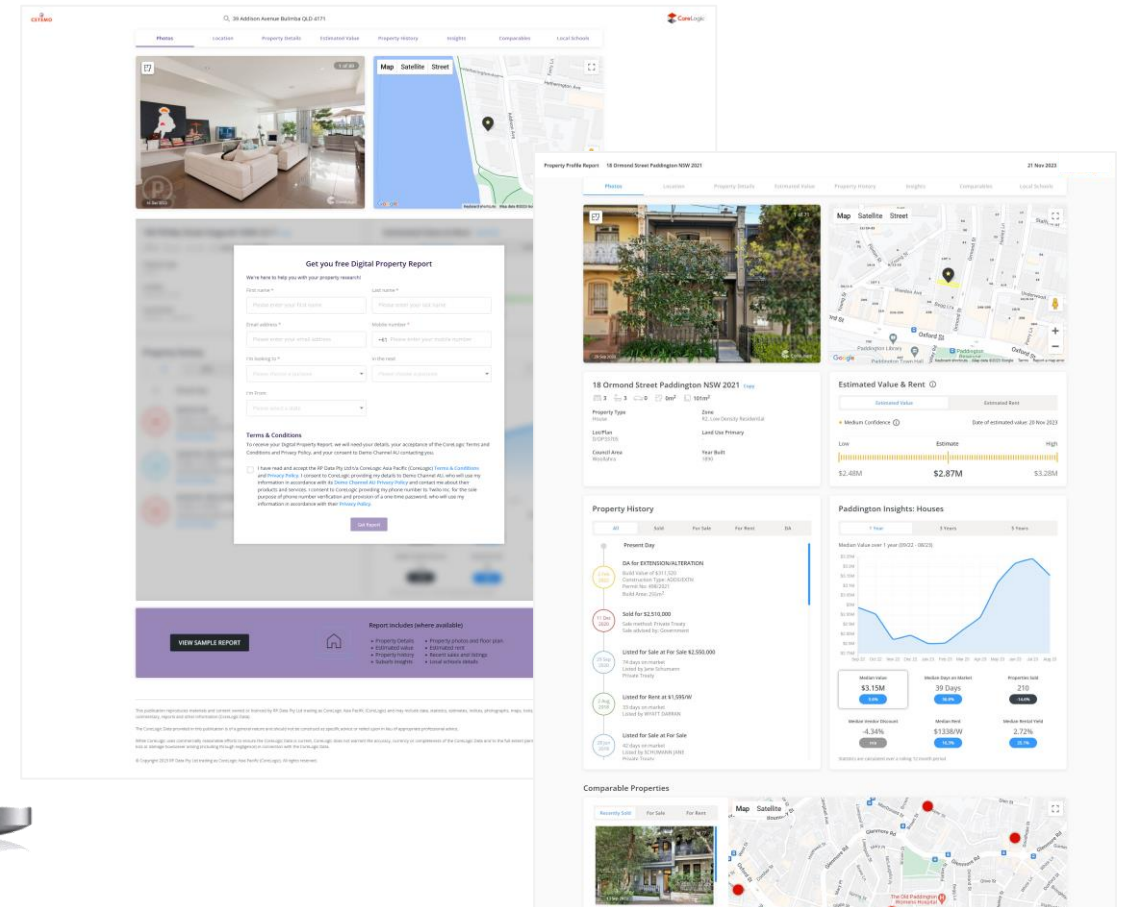
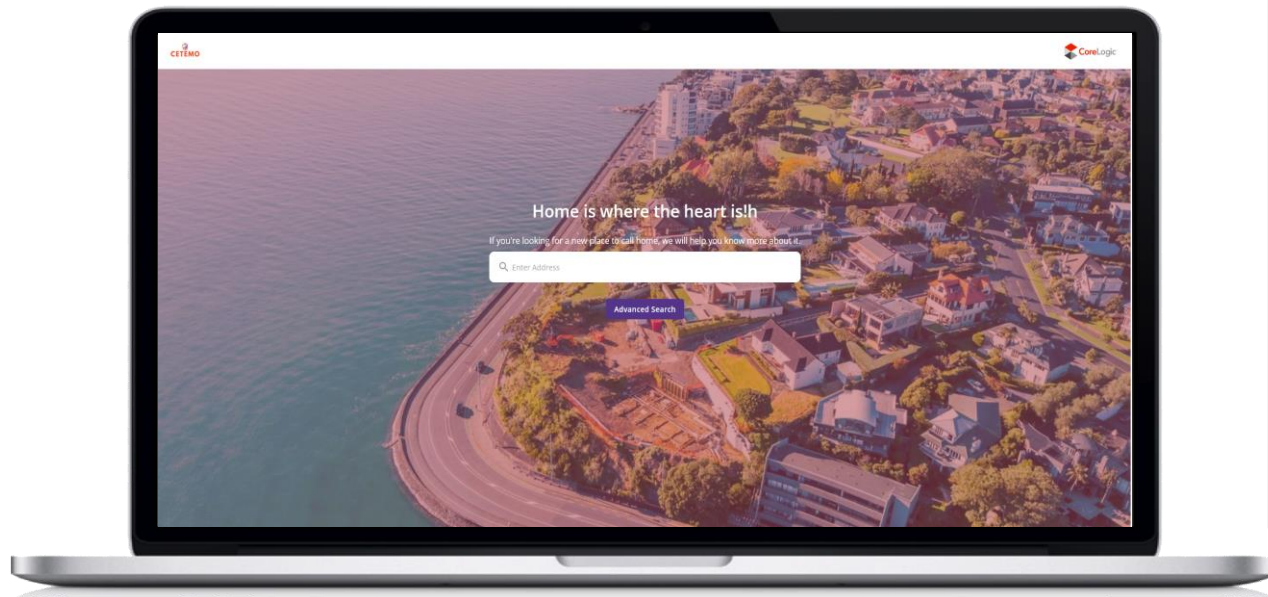
# What the **Customer Engagement Solutions** journey looks like for your customers





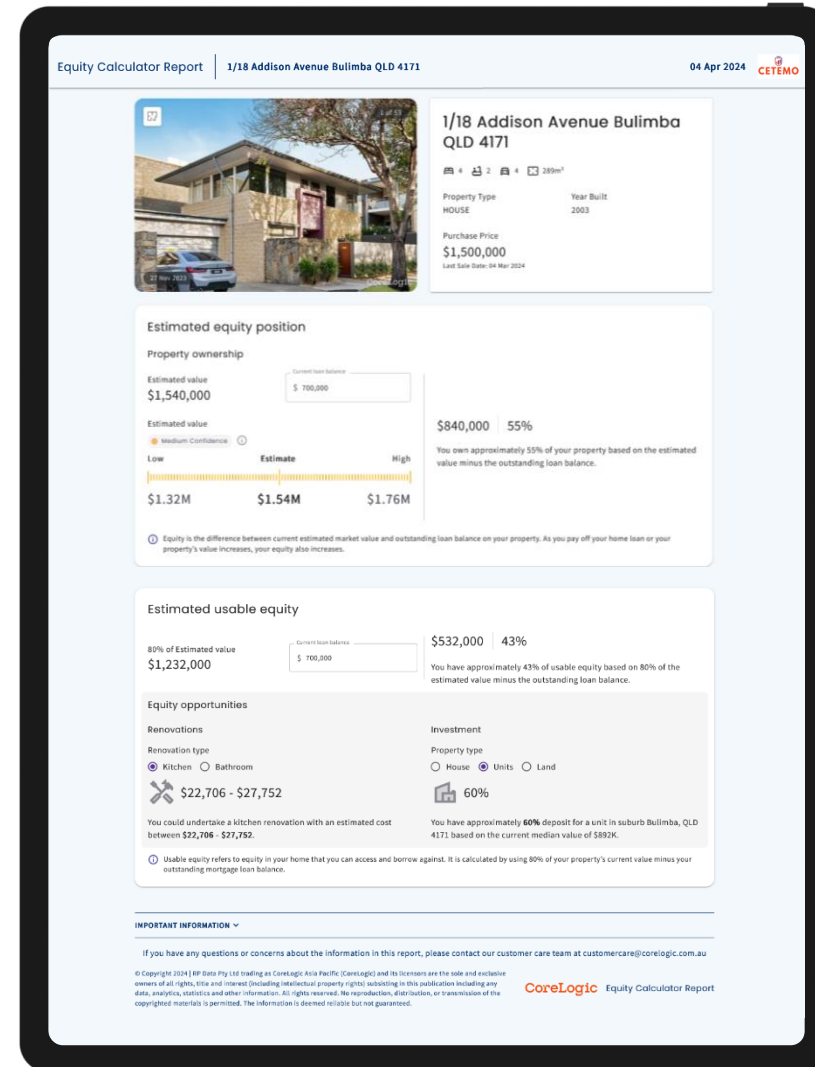
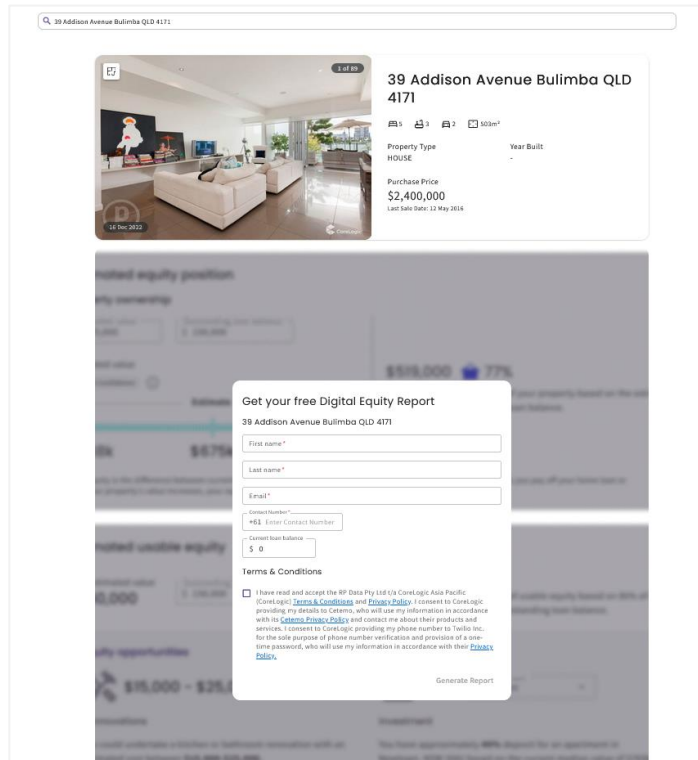
# Customer Engagement Solutions

## Out of the box | Digital Property Reports



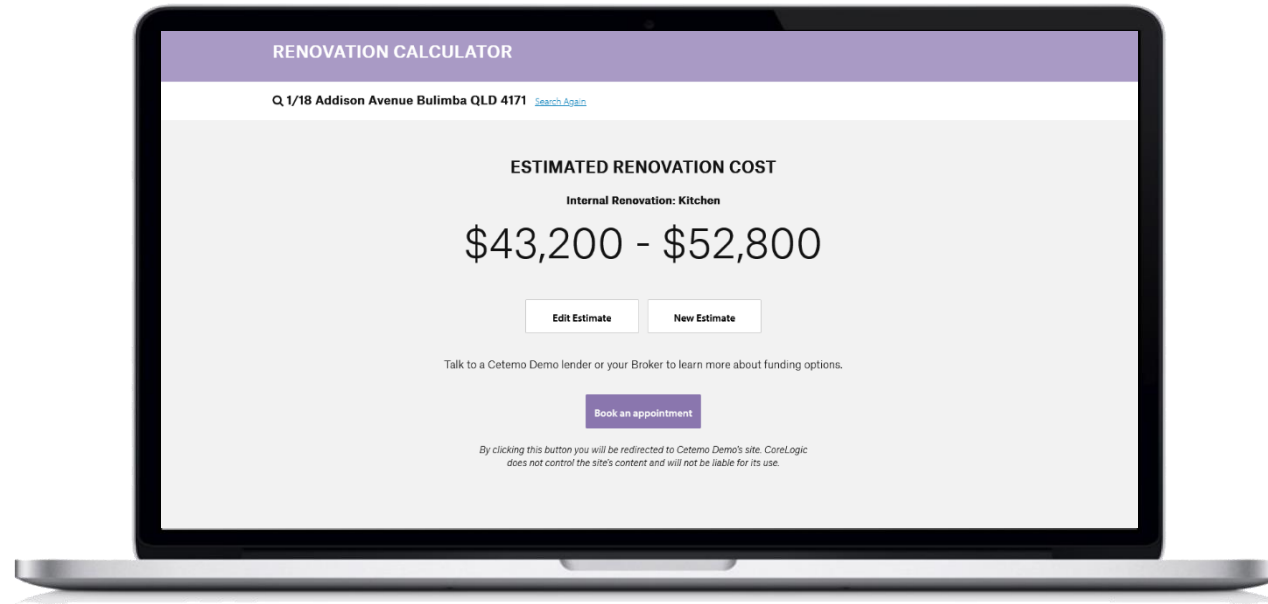
# Customer Engagement Solutions

## Out of the box | Equity Calculator



# Customer Engagement Solutions

## Out of the box | Renovation Calculator



**CETEMO** Renovation Calculator | powered by CoreLogic

### RENOVATION CALCULATOR

Q 1/18 Addison Avenue Bulimba QLD 4171 [Search Again](#)

Step 1: Renovation type

Step 2: What to renovate - Kitchen

Step 3: More questions

**How big?**  
Choose the pre-set size closest to your desired kitchen.  
Small = 10m<sup>2</sup>, Medium = 14m<sup>2</sup> and Large = 20m<sup>2</sup>

Small  Medium  Large

**How nice?**  
Choose the level of specification for your new kitchen.  
**Average** chooses basic finishes and appliances, the kind you choose on a budget.  
**Quality** chooses good materials and appliances.  
**Prestige** chooses expensive appliances and finishes

Average  Quality  Prestige

**Change sink position?**

Yes  No

**Change dishwasher position?**

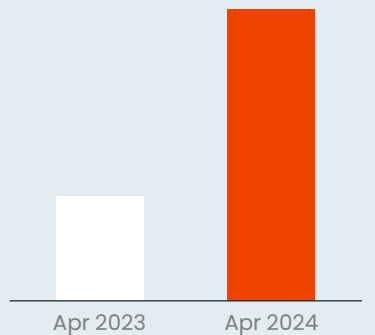
Yes  No

**Floor is made of**

Concrete  Other

# What the Customer Engagement Solutions **lead generation success** looks like

**5%**  
Growth YOY



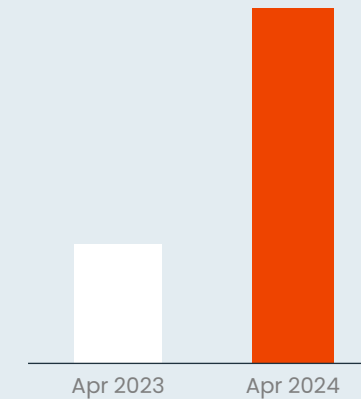
Leads Generated

**3x**  
views



for every report  
generated

**7%**  
Increase YOY



Page Views

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**WORTH \$3,000\*!**



# THANK YOU

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