

CUSTOMER ENGAGEMENT SOLUTIONS

Empower your clients with smart property insights



APR 2024

INTRODUCTION

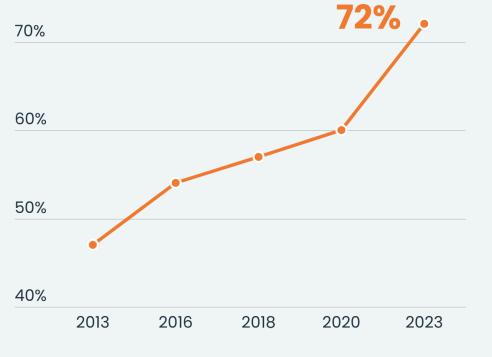
In 2023 broker-originated mortgages surpassed 70%

- ✓ Choice
- ✓ Simplicity
- Expertise



2024 Mortgage Broker Playbook of Success

Broker mix | total market



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

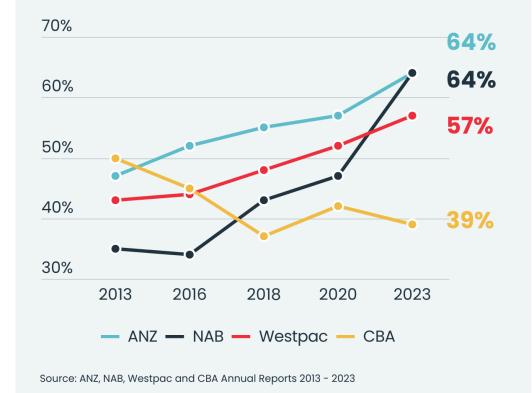


Banks are investing heavily in digital enablement

2024 Mortgage Broker Playbook of Success

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Broker mix | major banks



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



CoreLogic

2024 Mortgage Broker Playbook of Success

LANDSCAPE

Average broker lead conversion rate based on engagement levels

	Manual & inconsistent customer engagement	Automated & consistent customer engagement	
Qualified Lead	15% Average broker conversion rate	▲ 35% 50% Average broker conversion rate	
Hot Lead	50% Average broker conversion rate	▲ 20% 70% Average broker conversion rate	



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

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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

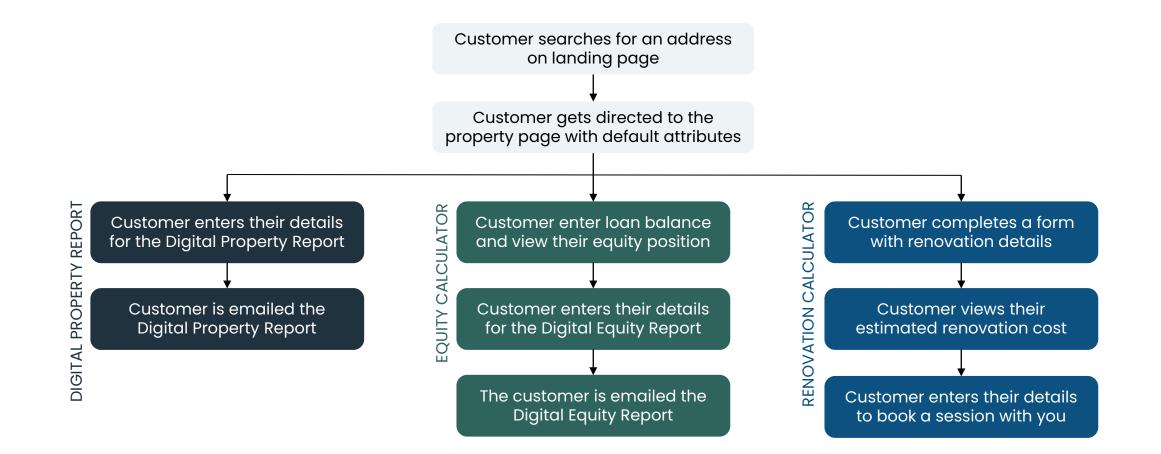
Confidently tailor messaging relevant to your client's needs



Elevate your reputation

Through digital presence and by delivering valuable information to your clients

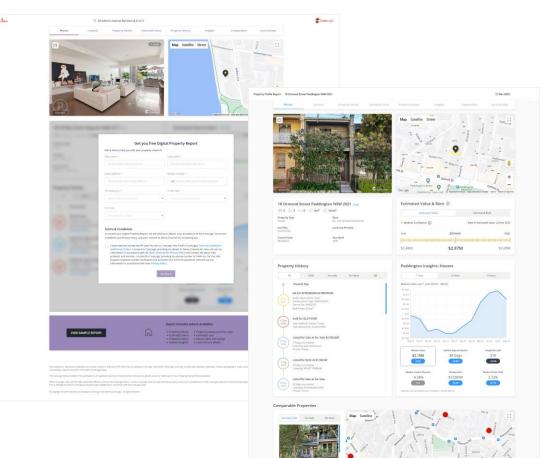
What the **Customer Engagement Solutions** journey looks like for your customers



Customer Engagement Solutions

Out of the box | Digital Property Reports

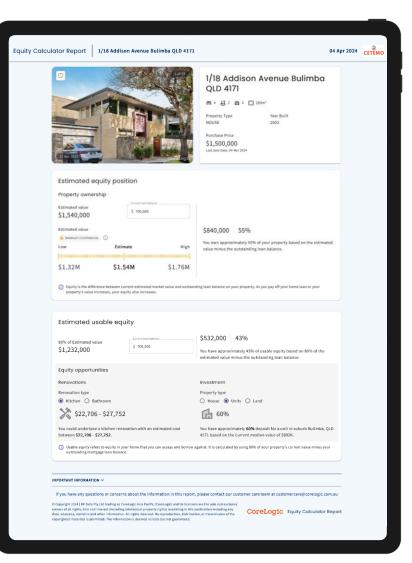




Customer Engagement Solutions

Out of the box | Equity Calculator

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Out of the box | Renovation Calculator

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What the Customer Engagement Solutions lead generation success looks like



Visit the CoreLogic booth



SPECIAL GIVEAWAY WORTH \$3,000*!

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* Terms and conditions apply.

THANK YOU

Chris Wagner Head of Broker

0407 360 219 Chris.Wagner@Corelogic.com



