

MORTGAGE ACQUISITION

MARQUIS CASE STUDY

Objective:

Obtain new mortgage accounts.

Analysis:

The \$1.6 billion financial institution wanted to enhance their mortgage portfolio while concentrating on highly qualified borrowers.

Action:

The MARQUIS Mortgage TraXion program used credit data to identify credit-worthy prospects and members within a defined market area who were currently shopping for a mortgage. Each potential borrower was sent a series of two postcards highlighting the financial institution's outstanding rates and offering zero origination fee home loans for purchase or refinance.

Results:

Over an 8-week period, the program brought in **new mortgage balances exceeding \$2.1 million**. The financial institution gained 19 new mortgages, with **direct and indirect profits totaling more than \$70,000**.

Make your way home, Jackson.

WE'VE PRE-QUALIFIED YOU FOR A MORTGAGE LOAN WITH **0% ORIGINATION FEE.**

LIMITED TIME OFFER

You may choose to stop receiving "prescreened" credit offers by calling

Congratulations, Bob!

You have been pre-qualified for a mortgage from CU with as little as 3.5% down.

Take advantage of this money-saving offer today!

Call 800.555.5555 | Click www.cu.org | Visit Any CU Branch

If your mortgage amount is ...	With 0% Origination Fee you can save...
\$200,000	\$2,000
\$350,000	\$3,500
\$500,000	\$5,000

Don't delay! This offer is valid through 12/31/2010.

MEMBERSHIP REQUIRED

PRESCREEN & OPT-OUT NOTICE: This "prescreened" offer of credit is based on information in your credit report indicating that you meet property to call for this offer, to receive pre-qualified at 1.99% from Union, CA 90374-0123

Bob Smith

Make your way home, Judith.

WE'VE PRE-QUALIFIED YOU FOR A MORTGAGE LOAN WITH **0% ORIGINATION FEE.**

LIMITED TIME OFFER

You may choose to stop receiving "prescreened" credit offers by calling toll-free 888.567.8688. See "Prescreen & Opt-Out Notice" on the other side for more information.

SOLUTIONS USED

| MARQUIS TraXion | MARQUIS Creative |

MARQUIS