



Surgical market intelligence, comprehensive business insight.

Add precision to planning sales territories and quotas, managing sales representatives or branch office performance, and locating expansion markets with Marketrac. Accurate and fast, this powerful database provides publicly recorded mortgage transactions through a user-friendly Website where you can choose from dozens of report options for tracking lender, title and geographic area transaction volume.

See your markets from all angles.

Spot emerging markets and track loan origination activity by ZIP code(s), county(s), MSA(s) or state(s). Marketrac gives you the flexibility to search among specific loan types, including new home, resale, construction, REO sales, timeshares, refinance and equity. You can further refine your search through: residential/non-residential, fixed/ARM and conventional/government loans. Specify exactly the type of transactions you're focused on and Marketrac can provide details for which lender and title companies hold concentrated shares.

Uncover the information that keeps you ahead of the competition.

View loans by product or geography to uncover competitors' strategies, or by builder name to target developers for subdivision loans. Customize searches monthly or quarterly over the most recent three years, including current month-to-date and year-to-date searches, which allows you to compare current and historical activity.

Utilize the power of best-in-class data.

The data used in Marketrac is collected specifically for statistical analysis and summary. Lender and Title company names are standardized, mortgage amounts are key-verified and high-liability transactions are reviewed to ensure data integrity. Utilize interactive dashboards to analyze your data with color charts that can graph any column of data in each report. Access geographic and transaction detail reports within an existing report without performing a new search.



Additional Benefits

- > Measure competitive market share by geographic area, loan and transaction type
- > Identify markets for geographic expansion
- > Monitor sales performance by loan/transaction type and branch office
- > Pinpoint title company and lender relationships
- > Establish sales goals based on market potential
- > Improve marketshare accuracy by creating a lender/title grouping feature, which can be used to aggregate or highlight competitors
- > Decrease search time by providing dynamic coverage dates for the specific geography selected

Features

- › Flexible search options for mortgage origination, deed and new construction data
- › Nationwide coverage with three years of historical activity
- › Identify relationships between title companies, lenders and developers
- › Loan information is compiled from publicly-recorded documents
- › Search and profile transactions by lender and title company, geographic area, and transaction detail
- › Database is updated daily based on newly recorded activity
- › Critical data elements, such as title company, lender names and amounts, are key-verified for accuracy
- › Allow users to create lender or title groups
- › Detailed county coverage dates listed for geography selected
- › Access a nationwide coverage table displaying data available by county, which is updated daily
- › Loan/transaction amounts are displayed for each loan/transaction type selected

View loans by key characteristics

- › Lender name or Title company
- › Mortgage amount
- › Geographic area—down to ZIP code
- › Residential and non-residential
- › Transaction type—resale, new home, refinance, equity and construction
- › Conventional and government
- › Fixed and ARM



Report options

- › Lender and Title profiles
- › Quarterly and monthly trends
- › Lending and Title activity by ZIP code(s), county(s), MSA(s) or state(s)
- › Market potential and growth

Training and support

Take advantage of our many training options, which include self-paced and instructor-led online courses and traditional on-site classes.

Customer and technical support is available through Client Services, Monday through Friday, 6 a.m. to 5 p.m. PT.

*Analyze the market from all angles
with Marketrac*

To learn more about Marketrac, call 866.774.3282 or visit facorelogic.com today.

www.facorelogic.com

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