



Let Data Facts Help You *Grow Your Business*
and *Expand Your Market Share!*

Customer Retention Alerts help you make the **right** offer to the **right** customer at the **right** time!

Customer Retention Alerts™

Retaining your profitable customers is more cost-effective than finding new ones. Customer Retention Alerts give you the ability to deepen customer loyalty by providing your customers what they need, when they need it.

Customer Retention Alerts helps you:

- ✔ Monitor current customers
- ✔ Receive daily alerts when customers pull a mortgage credit report
- ✔ Be the first lender to follow up with them

POTENTIAL ROI: \$7 FOR EVERY \$1 SPENT!



ROI: 788%

*Figures based on an average loan size of \$225,000 and on real-world lending institutions' success with the customer retention alerts product after implementing it in 2011.



Key Benefits:

- ✔ Provides fresh inquiry information on your current clients every day
- ✔ Monitors your entire portfolio, or just select segments
- ✔ Allows you to choose from 100+ precisely defined triggers

Proactively retain your business and increase your loan production with Data Facts' Customer Retention Alerts. **Ask us how today!**

Contact Us | (800) 264-4110
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