

# Borrower Lead Lists

## Profile

Boxwood supports marketing and business development for small-balance originators with **Borrower Lead Lists**. The borrower lists, suitable for targeted direct mail campaigns, are a cost-effective means for you to reach millions of small-cap property owners on a local, regional or national basis.

Target your loan products to commercial and multi-family owners using factors such as:

- ✓ **Geography:** Choose among state, metro area, county or zip code – develop lead lists within your geographical footprint, or for expansion areas.
- ✓ **Property Type:** Target borrowers by major property type.
- ✓ **Loan Size:** Select a loan range that complements your lending parameters.
- ✓ **Age of Loan:** Focus on loans with short- or intermediate-term maturities.
- ✓ **Equity Build up:** Concentrate on refinancing opportunities among owners with property values that have significantly appreciated.
- ✓ **Interest Rate:** Target borrowers with variable rate loans who might opt for a fixed rate mortgage.

Some of the basic lead list output you receive in electronic (spreadsheet) form includes:

- Owner name(s)
- Owner and property address
- Mortgage amount
- Mortgage origination date
- Mortgage maturity date
- Last sale price and sale date
- Property type
- Lender name

This borrower information is reliable and current, since it is culled directly from public records at counties throughout the country and then screened by Boxwood. Call us to discuss your order – and how you can get started developing new business. Or ask us about our budget-friendly “Fast Pass” Program that helps mortgage brokers economically source new business.



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