



# The mortgage industry's most effective marketing and lead generation tools, now seamlessly synced with Salesforce.

## Key Benefits

- Discover warm mortgage leads among contacts already in your Salesforce CRM.
- Create individually personalized email campaigns built especially for mortgage.
- Boost your email open rates to 2X-4X the industry average by incorporating relevant, useful real estate data.
- No tech support required to seamlessly connect InfoHounds to Salesforce.

## Unleash the Power of your Salesforce CRM

Let us show you how data and customer intelligence can give a loan officer an edge in the hyper-competitive mortgage industry. With InfoHounds, you will engage your client base at the exact right time with marketing that is relevant.



InfoHounds analyzes and deciphers volumes of real-time real estate data. Our analytics are then meshed with your Salesforce.com database in order to produce results that will fully leverage the power of your existing data.

Engage your database with email marketing your contacts will actually value. We build personalized Neighborhood Snapshots (recent home sales and active listings) for each contact in your Salesforce.com database and deliver it in professionally designed email campaigns that have Unique Open Rates **2X-4X** higher than the industry average.

InfoHounds will alert you when your former borrowers are entering back into the market. Our Just Listed alerts tell you within days when your contacts have listed a home for sale, right before they need you for their follow-on purchase.

**6.8%**

of your former clients list homes annually

**40%**

of former clients move within 10 years

**95%**

InfoHounds national coverage of MLS and FSBO listings

**15%**

avg open rate of email marketing in mortgage ind.

**40%**

avg open rate of InfoHounds 1-to-1 email

## In the Comfort of Your Own CRM

- 1 In just a few clicks, InfoHounds securely connects with Salesforce in order to access the non-sensitive information about your client base used in our analysis (largely street address). This is read-only, so at no point does it change your underlying data.
- 2 InfoHounds proprietary system then goes to work and intelligently matches your Salesforce data to the wide universe of real estate data sources that we monitor.
- 3 With this data, we can build and deliver 1-to-1, highly engaging email campaigns. Plus, when we find an actionable opportunity, such as a Just Listed home, it syncs back into Salesforce as a task tied to your contact. All of which is done right in your existing Salesforce workflow.



InfoHounds Data in Salesforce

**Contact Detail** Edit Delete Clone Request Update

Contact Owner [Paul](#) [Change]

Name **John Adams**

Account Name [JimMad](#)

Title **CRM**

Reports To [View Org Chart](#)

Mortgage Close Date 3/14/2013

InfoHounds Info  
 Sale Status: For Sale  
 Latest Property Event Date: 2014-01-01  
 Latest Property Event Type: listed  
 Estimated Value: \$230,000.00  
 Mortgage Lead Index: 9.0

**Address Information**

Mailing Address 100 Rose Garden Ln  
 Durham, NC 27707-0232

**Open Activities** New Task New Event New Meeting Request

| Action                                     | Subject                  | Related To | Task | Due Date | Status      |
|--|--------------------------|------------|------|----------|-------------|
| <a href="#">Edit</a>   <a href="#">Cls</a> | New lead from InfoHounds |            | ✓    |          | Not Started |

**Activity History** Log a Call Mail Merge Send an Email Request Update

No records to display