

Innovative, Proven Lead Generation and Client Engagement Tool for Lenders

Offered by Black Knight and Powered by Percy

Generate More Leads and Increase Retention

To help drive more home-equity, purchase and refinance transactions, Black Knight is offering an innovative, automated solution, powered by Percy. This solution leverages data gathered directly from your website to help generate leads, and it provides a proven marketing tool that helps you improve engagement, build long-lasting homeowner relationships and create more lending opportunities.

Powerful, Automated Marketing Engine to Drive Lending Opportunities

Percy helps turn your website into an automated marketing engine by generating and nurturing leads, positioning lenders as mortgage and home equity experts, and keeping contacts and past clients engaged via a monthly Home Equity Report. These reports include:

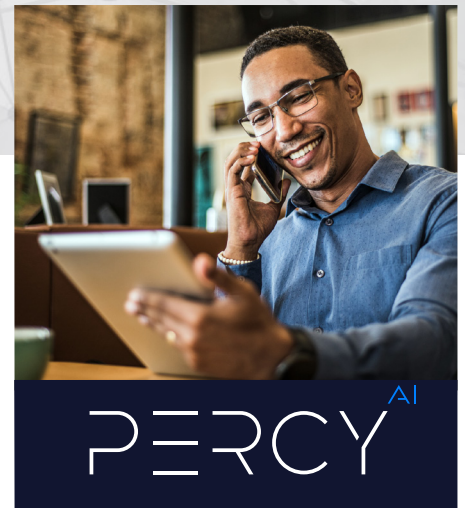
- Estimated property value and equity
- How much is paid in interest and in principal
- Sales proceeds calculator
- Refinance options showing the amount of money the homeowner could save
- How much cash can be taken out
- The amount of equity available to purchase a larger or investment property, or finance home-improvement projects
- Option to get prequalified on next property

The report includes numerous calls to action where homeowners can connect with the lender, helping you to become a valued source of information, deepen relationships and secure repeat business.

Enhance Client Engagement

The Home Equity Report increases engagement with contacts and helps you retain more clients by keeping your company top of mind. Leads have the opportunity to sign up to receive monthly reports and lenders can upload an unlimited number of contacts so everyone in your database gets the benefit of this valuable information.

Additionally, lenders can pass on potential listing leads to real estate professionals and build stronger relationships with agents.



Key Benefits

Percy helps lenders:

- Leverage a proven solution to automate marketing
- Establish expertise on home equity
- Stay top of mind with leads and past clients
- Generate new leads and repeat business
- Improve retention
- Build stronger relationships with real estate agents



SECURITY
TITLE AGENCY
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Convert Leads to Home Equity, Purchase and Refinance Opportunities

The calls to action on the report provide numerous opportunities for the lender to discuss with the homeowner options for leveraging equity and the available loan products.

Features:

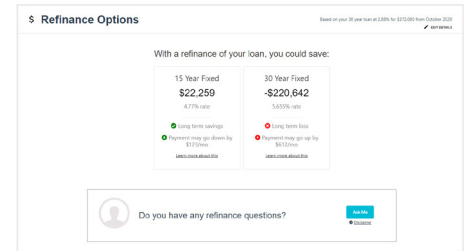
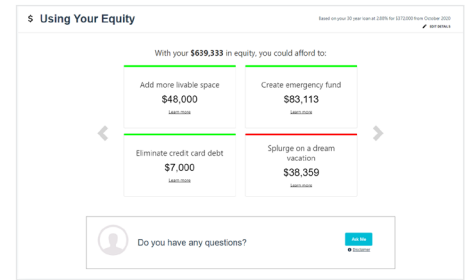
- Integrates seamlessly with lender websites
- Provides fast, easy implementation
- Includes several calls to action for homeowners to connect with the lender
- Offers the ability to co-sponsor with agents
- Includes easy customization tools to support lender branding
- Automatically emails an updated, monthly Home Equity Report

Flexible Subscription Options

Whether you are a broker or an individual loan officer looking for innovative ways to drive more business, we offer competitive subscription options to support your business needs.

Competitor Feature Comparison Chart

FEATURE	PERCY	COMPETITOR
Contact account limits	Unlimited	500
Brokerage/individual loan officer pricing	X	X
Valuations displayed	3	1
Monthly reports sent to leads and clients	X	X
Lead capture tools	X	X
Landing page and social media marketing	X	X
Email notification for new leads	X	X
Lead management	X	X
Calculates the equity available to help identify lending opportunities for HELOCS, vacation/ investment properties, finance home-improvement projects or sell and pocket cash	X	X
Call to action to increase lead engagement	X	X
Equity calculator	X	X
Generate pre-qualification, refinance, cash out and HELOC leads	X	X
Loan officer branding on agent Home Equity Reports	X	X
Buyer activity/heatmap	X	
Display recent sold properties	X	
Upload clients to receive monthly report	X	
Keeps homeowners engaged	X	X



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