



NLC Lead Fulfillment: Global “In-Market” Campaign Alert

1710 Previous Client Déjà vu

- **Email Subject Line: “Last, First - Previous Client Trigger Credit Pull”**
- This alerts you that one of your funded previous clients has had their credit pulled by another lender.

1710 Zillow Alert Past Client

- **Email Subject Line: “Last, First - New Zillow Web Activity Past Client”**
- This alerts you that one of your funded previous clients has been looking around and/or changing their profile info on the Zillow website.

1710 Zillow Alert – (Encompass Non-Funded Data; Elective)

- **Email Subject Line: “Last, First - New Zillow Web Activity”**
- This alerts you that a client you may have talked to in the past (but not funded) has been looking around and/or changing their profile info on the Zillow website.

1710 Purchase Listing Alert Past Client

- **Email Subject Line “Last, First – New Purchase Listing Past Client”**
- This alerts you that one of your funded previous clients has a recent MLS listing

1710 Purch Web Activity Alert Past Client

- **Email Subject Line: “Last, First - New Purchase Web Activity Past Client”**
- This alerts you that one of your funded previous clients has recently searched online for Purchase products.

1710 Refi Web Activity Alert Past Client

- **Email Subject Line: “Last, First - Refi Web Activity Alert Past Client”**
- This alerts you that one of your funded previous clients has recently searched online for Refinance products.

1710 Refi Web Activity Alert - (Encompass Non-Funded Data; Elective)

- **Email Subject Line: “Last, First - New Refinance Web Activity”**
- This alerts you that a client you may have talked to in the past (but not funded) has recently searched online for Refinance products.

1710 Purch Web Activity Alert - (Encompass Non-Funded Data; Elective)

- **Email Subject Line: “Last, First - New Purchase Web Activity”**
- This alerts you that a client you may have talked to in the past (but not funded) has recently searched online for Purchase products.



NLC Lead Fulfillment: Global “In-Market” Campaign Alert

1710 Maverick Purchase – (Elective)

- **No Email Alert**
- Retail branches with Total Expert receive these alerts when someone in our database had their credit pulled for a mortgage the day before.

1710 Maverick Refinance – (Elective)

- **No Email Alert**
- Retail branches with Total Expert receive these alerts when someone in our database had their credit pulled for a mortgage the day before.

Credit Monitoring Encompass Non-Funded Data – (Coming Soon! Elective)

- **Email Subject Line: “Last, First -Credit Monitoring Encompass Non-Funded Data”**
- This alerts you that a client you may have talked to in the past (but not funded) has had a Trigger Credit Inquiry