

# CASH-OUT

## Prescriptive Scenario

Empower your borrowers to make their home work for them

Most homeowners don't know how to utilize the equity in their home so they need you to show them. Giving them power to live their best life by accessing the equity in their home can create a bond and make them a borrower for life.

Alert Rate: 1.25%



Know when your borrower is qualified AND can benefit from the cash in their home

- Debt**  
You set minimum amount of credit debt the borrower must have to trigger an alert.
- Current FICO**  
You choose a minimum FICO score the borrower needs.
- Home Value**  
Establish a minimum value the borrower must have before we begin to track them.
- Home Equity**  
You set a LTV level that the borrower must meet before tracking is initiated.

### Sales Boomerang full product suite delivers these results:

**85%**  
Avg Retention Rate

**24X**  
Avg ROI

**20-40%**  
Avg Lift to Loan Volume

**\$299**  
Avg Cost of acquiring a loan

### Sample daily report alert

CONTACT	ALERT	LOAN OFFICER	DATE
<b>Lolita Oribello</b> 1234 Street Dr, Orange, CA, 92869	<b>Cash-out</b> \$174,397.15 tappable equity	John Kresevic	01/08/2021
<b>Raymond Anderson</b> 5678 Street Dr, Scottsdale, AZ, 85250	<b>Cash-out</b> \$139,478.47 tappable equity	Jacob Christie	01/08/2021

**Alert Information**

**Description:**  
**Cash-out:** \$139,478.47 tappable equity

**Id:**  
4374409

**Date:**  
01/08/2021

**Current loan amount:**  
\$175,097.00

**Interest Rate:**  
3.75%

**FICO tier:**  
T2

**Home value:**  
\$238,833.00

**Total Balance:**  
\$175,097.00

**Current LTV:**  
73.00%

**Current CLTV:**  
73.00%



**CUSTOMER SUCCESS**  
"In the first 4 months we took in \$180M in applications and we have about 100 LOs. That is a significant impact to our business."  
**Katherine Campbell**  
Chief Digital Officer | Assurance Financial