



CascadeAlerts

Mortgage Inquiries

Invest in Keeping Your Most Valuable Borrowers

In the high-stakes mortgage business, borrower retention is the name of the game. It costs more money to find new customers than to retain existing ones. Protect the valuable customer relationships you've worked so hard to build with Cascade Alerts - Mortgage Inquiries. We scan your customer database and compare it to consumers who are in the market to refinance, purchase, or at risk of early payoff.

Daily Market Insights

Cascade Alerts monitors your customer population for shopping and refinance activity. This monitoring will follow your borrower throughout their customer journey, so you know when they are shopping with a competitor, considering refinancing during the EPO period, or in the market for a refinance or a new purchase

Customizable Monitoring Options

Tailor your monitoring strategy to suit your business needs:

- Choose daily, weekly, or monthly population update frequencies
- Receive alerts via text/SMS or inside your CRM
- Custom filtering and routing options based on YOUR criteria: credit scores, GSE exclusions, branch, loan officer, and more.

More Than Just a Score

At Certified Credit, we deliver more than just a score. We provide industry-leading information and analytics with the expertise and technology you can rely on to fuel your business.

Targeted Approach to Retention

Focus your efforts on clients who are actively seeking mortgage solutions, increasing your conversion rates. Use timely alerts to reconnect with current customers strengthening relationships and encouraging repeat business.

Re-Engage Borrowers

Leverage portfolio data to identify borrowers with untapped home equity, predict when they might be in the market for a new mortgage, or flag potential refinancing opportunities - then re-engage them with personalized offers.

Effortless Integration

Seamlessly incorporate Cascade Alerts into your existing CRM and workflow, ensuring no lead slips through the cracks. We offer integrations with many of the mortgage industry's leading CRMs, including Velocify.

Get in Touch



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