



The Lender's Guide to Life Event Engagement

Leveraging Data to Build Deeper Relationships



Top Loan Officers Know: Timing is Everything

A successful mortgage lender depends on great salespeople. But not in that classic, “sell a ketchup popsicle to a person in white gloves” kind of way. A good loan officer (LO) knows that selling in the mortgage business is all about timing: A 26-year-old married couple may not fit the bill for a first mortgage—until one day they learn they’re expecting their first child, and securing a mortgage becomes an urgent priority. And a 45-year-old homeowner may not have any interest in a home equity product—until they get a big promotion and suddenly decide a major home renovation is in their future.

The key is to connect with those customers at or before those critical moments. But **how do you know when those moments are approaching?**




Use customer-specific insights to power true personalization

LOs know that personalization is critical. The problem is most personalization doesn’t go beyond demographics—and it’s not really personalized if you’re treating everyone in each segment the same. You need to go beyond who a customer is, with customer-specific intelligence that shows you what they’re doing: signals of essential life events that trigger common needs, and direct signals of intent that point to urgent demands.

Build engagement around life events & intent signals

Mortgage lenders need to build their engagement strategy around identifying life events and surfacing intent signals—and connecting those moments with the urgent demand they bring.




The Demand Created by Family Life Events

Life Event	Relevant Offers
 <p>Marriage</p> <p>Getting married is a major milestone that often correlates with changes in the couple's living situation. The couple may look to buy their first or next home together, they may consider financing a honeymoon or other major expense through a home equity product, or they may refinance and add the new spouse's name onto the mortgage.</p>	<ul style="list-style-type: none">• Retail Mortgage• Home Equity Product• Refinance
 <p>New Parent</p> <p>The impending arrival of a first or next child is one of the most common reasons that parents look to change their living situation. They may look for a new home to get more space or seek out a good school district, or they may look to add space or features to their existing home through a home equity product.</p>	<ul style="list-style-type: none">• Retail Mortgage• Home Equity Product
 <p>Divorce</p> <p>When a couple opts to go their separate ways, an existing mortgage is almost always impacted. Both may relocate, or one may remain in the home but do a refinance or cash-out refinance as part of the divorce agreement.</p>	<ul style="list-style-type: none">• Retail Mortgage• Refinance• Cash-Out Refinance

The Demand Created by Home Life Events

Life Event	Relevant Offers
 <p>Mortgage Credit Inquiry Alert A mortgage credit inquiry is perhaps the most straightforward intent signal that a consumer is looking to buy a home.</p>	<ul style="list-style-type: none"> • Retail Mortgage • Refinance
 <p>Rate Alert When rates drop below a set threshold, an existing mortgage customer may become an ideal candidate for monthly and long-term savings through refinancing on their existing home.</p>	<ul style="list-style-type: none"> • Refinance
 <p>Equity Alert As a homeowner hits certain equity milestones, they may consider using that equity to finance home improvements, to refinance for savings, or to use that equity to fund other expenses.</p>	<ul style="list-style-type: none"> • Cash-Out Refinance • Conventional Refinance • Home Equity Product
 <p>Listing Alert Similar to the mortgage credit inquiry, a notification that an existing mortgage customer has listed their current home is an obvious intent signal for homebuying activity.</p>	<ul style="list-style-type: none"> • Retail Mortgage
 <p>Credit Improvement Continuous credit insights can help an LO track and nurture consumers who have credit challenges, then receive an automated alert when they reach a minimum credit threshold.</p>	<ul style="list-style-type: none"> • Refinance • Retail Mortgage

The Demand Created by Career Life Events

Life Event	Relevant Offers
 <p>Occupation Change A job change often brings other life changes—like relocating, schedule changes, and income changes—that may necessitate a move or a home renovation.</p>	<ul style="list-style-type: none"> • Retail Mortgage • Home Equity Product
 <p>Income Change An increase in income is a common reason homeowners decide to “trade up” or begin a significant home renovation project. A decrease in income may make a home equity loan or cash-out refinance a good option for additional cash flow.</p>	<ul style="list-style-type: none"> • Retail Mortgage • Home Equity Product • Cash-Out Refinance
 <p>Retirement Retirement correlates with a range of homeownership activities. A retiree may choose to downsize or relocate. They may seek to “cash in” their home equity through a home equity loan or cash-out refi—whether to fund a major trip or just to increase monthly cash flow. They may also be a good candidate for a reverse mortgage.</p>	<ul style="list-style-type: none"> • Retail Mortgage • Home Equity Product • Cash-Out Refinance • Reverse Mortgage

Get the Message Right: Three Keys To Genuine Connection

Anticipate the Need

To be most useful to your customers, you need to engage in a timely manner at or around a life event or intent signal. You need to reach them when they're still figuring out what they need (and need to do) so you can be truly helpful in guiding them through those early stages when change feels most daunting.

Don't Sell—Help

Consumers are wise to sales pitches masquerading as “helpful content.” What they want is genuine guidance they can count on to help them make smart financial and life decisions. Your communications need to lead with this kind of consultative guidance, educational content on what to consider, and how to make big decisions around key life events.

Be There for the Full Journey

Life event engagement is about showing up in the moments that matter. But life events are their own journey. LOs need to show up at the right times throughout these journeys. Engagement needs to be consistent, but not repetitive. You need to deliver a steady stream of informative, educational, genuinely helpful content.





See How Total Expert Can Help You Drive Life Event Engagement

Total Expert helps mortgage lenders show up for their customers when it matters most, providing one-of-a-kind tools that make it easy to build an effective life event engagement strategy. The Total Expert platform brings together a system of intelligence with a system of action—a critical connection that most platforms can't deliver. With Total Expert, LOs and marketing teams can create centralized and comprehensive customer profiles, enhanced with exclusive third-party data signals that reveal intent and anticipate life events—then turn those signals into automated engagement journeys tailored to each unique customer. So, you can finally realize the goal of delivering hyper-personalized, genuinely helpful content at the right moment—and do it at scale.

Learn more about Total Expert's data insights and life events solutions



About Total Expert

Total Expert is the purpose-built customer engagement platform trusted by more than 200 financial enterprises. The platform unifies data, marketing, sales, and compliance solutions to deliver the perfect customer journey across every financial milestone, in any market. Total Expert turns customer insights into actions to increase loyalty and drive growth for banks, lenders, credit unions, and insurance companies, and is now available to purchase through the AWS Marketplace and Salesforce AppExchange. For more information, visit totalexpert.com.

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