



Close more loans with

Real-time market intelligence



We know that you need the latest market data and intelligence to close more loans, expand your business and better service your clients. In addition, the analysis of the data—that’s overwhelming.

What if all the market intelligence you need were available at your fingertips, giving you practical insights about your local market, the potential impacts it could have on your business, and ultimately recommend proactive actions to take in response to the information—all while drinking your first cup of coffee? Well now it is.

Welcome to TrustStar! If you’re the Head of Mortgage Lending, Loan Officer, compliance officer, VP of marketing, VP Production or Chief Strategy Officer... TrustStar is the one tool you need to impact the bottom line.

<p>Listing Trends </p> <p>Understand potential impacts on affordability index for your current and projected market demographics based on housing stock at a county, state and national level.</p>	<p>Competitor Watch </p> <p>Be alerted when a competitor increases activity in one of your local markets.</p>	<p>Fair Lending Alert </p> <p>Get alerted when new fair lending risks are discovered to reduce legal liability and the likelihood of heightened penalties.*</p>	<p>CRA Product Opportunities </p> <p>Identify opportunities to win business that can be credited towards CRA compliance.*</p>
<p>Product Watch </p> <p>Match customer with best products based on understanding of financial goals.*</p>	<p>Borrower Demand </p> <p>Understand borrower demands at a branch, county and state level to ensure product fit.*</p>	<p>Fines Watch </p> <p>Understand trends where fines are being levied and potential financial risks to your business.*</p>	<p>Credit Union Leader Board </p> <p>A consolidated report indicating growth in members, revenue, AUM of financial institutions.*</p>

Start every day with insights and alerts to...

- Increase market penetration
- Find hidden opportunities
- Highlight mortgage application opportunities
- Improve Loan Officer KPIs

- Ensure compliance with Fair Lending practices
- Stay ahead of the competition
- Match customers with best products
- Better serve your community

*Some insights may not be fully available at registration or limited by servicing size or area.

[Don't be left behind, sign up for free at TrustStar.ai!](#)

TrustStar is powered by Cortex  CognitiveScale

