

DATA STRATEGY

Why You Should Consider Open Data as Part of
Your Data Strategy



STATE OF DATA MATURITY

DIGITAL TRANSFORMATION SURVEY
FOUND THAT

27%

of companies had reached advanced data maturity: vision, use cases, analytics, data governance, data infrastructure, data ecosystem, and change management

BCG Data Capability Maturity Survey 2020



**SEIZE THE OPPORTUNITY TO DRIVE COMPETITIVE
ADVANTAGE WITH A SMART DATA STRATEGY**

MORTGAGE BANKING HAS ACCESS TO A WEALTH OF
OPEN DATA. START INCORPORATING IT IN YOUR
ORGANIZATIONS.

Data Strategy



Smart data strategy underpinned by open data opens three important sources of competitive advantage

1

Acuity

The ability to derive instant insight by cross-filtering complex data sets on the fly.

2

Scope

Data that is big, comprehensive, and has many details about loan product, borrower, geography, property type, and compliance elements.

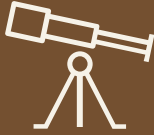
3

Agile analytics

Augmented intelligence to help mortgage banking domain experts quickly formulate, test, and adjust winning market strategies.

Data Strategy Roadmap

01



Define Vision and Business Outcomes

- E.g. 'Become one of the most innovative and fastest growing lenders in the purchase mortgage market'.

02



Identify Necessary Data

- Think about the data you have and think about the data you don't have.
- A mortgage lender needs data on Borrower, Product, Property / Geography, Investors, and Peers.

03



Define Data Collection Strategy

- Leverage internal data.
- For external data, lead with open data.

04



Drive Value from Data

- Open data is superior to purchased proprietary data in some ways, but most cost effective in every way.
- Make your use cases agile by leveraging open data through iterative application of open data.

05



Create Data-Centric Culture

- Deploy a data catalog to establish data lineage for transparency, availability, and data lineage tied to your use cases.
- Decouple analytics from core IT with SaaS.
- Accelerate productivity and innovation by cultivating data literacy.

Define Vision and Business Outcomes



MARKET SHARE

Grow market share in market territory, in borrower segment, in product or property type.



PRODUCT DEVELOPMENT

Accelerate new product development, or adjust existing products to capture growth.



LENDER OF CHOICE

Become top of mind and convert target borrowers to become their lender of choice.



NEW MARKETS

Enter new market territory. Develop diverse segments and grow strategic markets.



MLO TALENT

Recruit, train, engage, empower, and retain your Loan Officers.

“

Which data sets can bring your vision to life and create a unique competitive advantage?

”

Internal and External Data Sources

1

PROPRIETARY DATA

Internal

- LOS
- Performance of existing loans
- Account and transaction data
- Metadata
- CRM
- Sentiment analysis
- Surveys

2

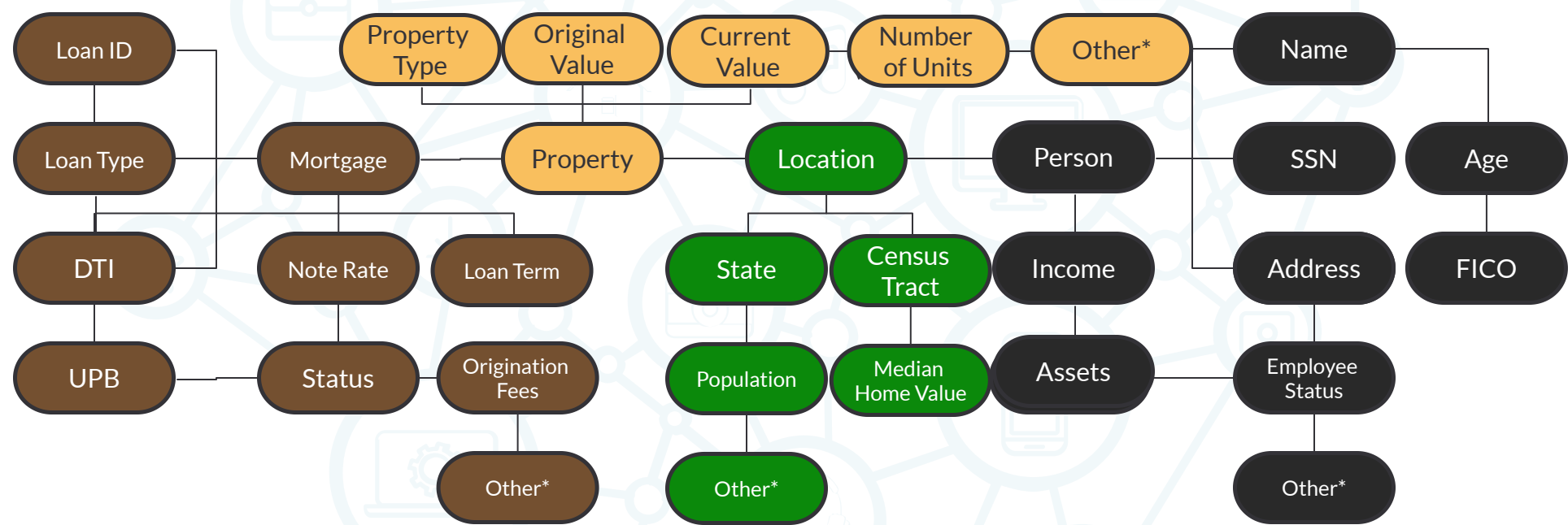
OPEN DATA

External

- Public records
- Economic indicators
- Social Media Graph Data
- Data Aggregators
- Financial Services Service Providers
- Consumer Data Bureaus
- Surveys
- Paid Reports
- Advisory services
- And....Open Data

Data Generated in the Primary Mortgage Market

Hundreds of thousands of mortgage applications are processed daily. This activity generates a tremendous number of data points that mortgage bankers use to adjust loan offerings and to serve their customers better.



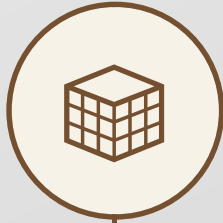
The Battle Over Loan-Level Data

Much of the "private" or "proprietary" data is also available in open data sets. Notable exceptions are PII data, like Name and SSN, FICO score, or precise address.

*Data points are illustrative; there are many more data points available

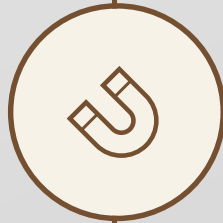
External Data: Lending and Demographics Data

Government / Open Data



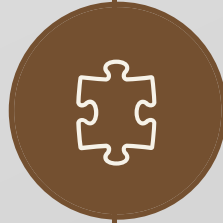
ACS Data | Census American Community Survey

- 328+ Million People
- 122+ Million Households
- Geography
- Housing Characteristics
- Household Type
- Education, Language, Birthplace
- Age, Race, Sex, Ethnicity
- Occupation and Industry
- Income
- Home ownership status



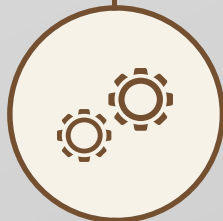
CRA Data | Community Reinvestment Act

- ~700 Banks
- Small business lending transactions
- Small farm lending transactions
- Community development loans
- Geography, incl. Assessment Area
- 7+ Million CRA transactions per year
- Both Aggregate and Disclosure Data
- Lender characteristics



HMDA | Home Mortgage Disclosure Act

- 90% of mortgage originations activity
- \$4 Trillion in application volume per year
- 17+ million mortgage transactions per year
- Data for Loan Purpose, Type, DTI, LTV, ALS, Application Cycle, Origination Charges, Interest Rate, Rate Spread, Closing costs, and more
- Lender Attributes on 5539 lenders (lender type, channel, assets, secondary market sales, and more)
- Property Attributes & Geography by State, MSA, County, Census tract, and more
- Applicant Demographics (Age, Race, Sex, Ethnicity, Income, etc.)



FDIC | Deposits Data

- 85,000+ Branches
- Branch Location
- Branch Type (Full-service, drive-through, etc.)
- Deposits by Branch

Super-charged Data Sets

Loan-Level

HMDA Data

“The HMDA data and reports are the most comprehensive publicly available information on mortgage market activity.”

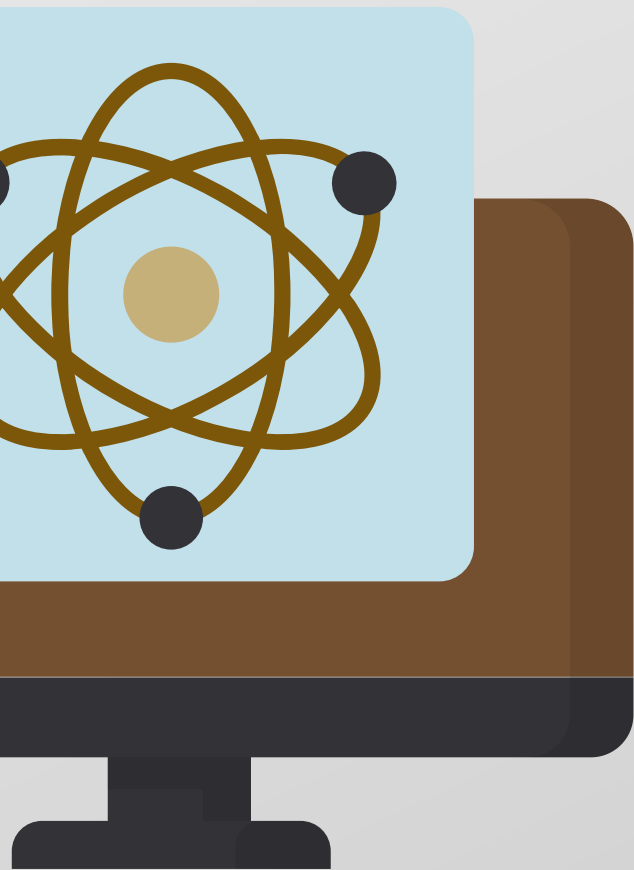
CFPB

Micro-Data

ACS Data

“A comprehensive picture of population, housing, and the economy at every level of U.S. society, from the nation down to the neighborhood.”

Brookings



Open Data in Mortgage Banking can produce a lot of value - but only if you know how to claim it.

Open data has tremendous potential. But its value doesn't come from the collection of information; that's just the starting point. The real value comes from your ability to use that stored information to uncover new insights - and then present those ideas to promote better business decisions.

AN OPEN DATA ECOSYSTEM

POLYGON RESEARCH DELIVERS THE FULL VALUE OF OPEN DATA TO MORTGAGE BANKING LEADERS

Our Apps are Interactive Cloud-Based Dashboards



HMDAVision®



CRAVision™



CensusVision™

- 5,500+ Lenders
- 5 most recent years
- 77+ million mortgage transactions
- \$16.6+ Trillion application volume
- Single filter context with rich data about Applicant, Lender, Loan, and Geography
- 328+ million statistical records of demographic and housing data
- 74,000+ census tracts mapping
- 700 Banks and 85,000+ Branches
- 5 most recent years of Aggregate and Disclosure data
- ~36 Million CRA loans to small business, small farms, and community development
- \$1.8+ Trillion in CRA loan volume
- Blended business and mortgage lending, demographic, and deposit data
- 33.8+ Million CRA transactions
- Interactive Assessment Area mapping
- ACS microdata for the most recent 5 years
- Decennial ACS back to 2010
- 328+ million US population microdata
- 122+ million households microdata
- Home ownership by geography and demographics



Interactive Dashboards

We deliver 100% interactive dashboards that run on the unique Qlik Associative Engine, enabling users of all skill levels to explore all of the available mortgage market and demographics data without limitations.

- You have unprecedented freedom of exploration through interactive selection and search, instantly recalculating all charts, tables, and maps, and revealing associations as you filter.
- You know your strategy best and we put these responsive dashboards into your hands so you can follow your intuition and discover hidden insights to speed up innovation.



Cloud-based No Need for Downloads

Our apps also bring these best-in-class BI features:

- Google-like search
- The ability to see and download the data underpinning the charts
- Data Storytelling right in the app with export to PowerPoint or PDF
- Advanced analytics integration for building mashups and embedding our solutions in existing processes

PRICE LIST

NO CONTRACTS, NO HIDDEN FEES

Access to Cloud-Based Analytics



First to Access the Latest Data

- HMDA - 90 days after end of year + continuous monthly dynamic data updates
- FHA - 24 hours after monthly release
- ACS - 30 days after release of microdata (PUMS data)
- CRA - 48 hours post annual release



Augmented Intelligence

- Our apps bring AI and cognitive capabilities to enhance the inherent ability of people to analyze information, generate insights, and make data-driven decisions



Access to Best Customer Support

- Our apps bring in-person and video tutorials
- With your subscription, you are invited to our monthly Customer Forums to address specific feedback, develop new analytics, and learn new features



Agile Technology Platform

- Our apps are designed for rapid response to feedback
- Our apps enable you to access new charts and new data periodically
- You benefit from our apps continuous new feature roadmap



HMDAVision® Per User Pricing

Tier	Monthly	Billed Annually	Billed Tri-Annually
1 user	\$400	\$333	\$267
2-5 users	\$400	\$300	\$240
6+ users	\$400	\$267	\$213

Tier

Monthly

Billed Annually

Billed Tri-Annually

1 user

\$395

\$170

\$150

2-5 users

\$395

\$150

\$135

6+ users

\$395

\$135

\$120

CRAVision™ Per User Pricing



CensusVision™ Per User Pricing

Tier	Monthly	Billed Annually	Billed Tri-Annually
1 user	\$195	\$90	\$75
2-5 users	\$195	\$75	\$70
6+ users	\$195	\$70	\$60

BEST VALUE

Tier	Monthly	Billed Annually	Billed Tri-Annually
1 user	\$795	\$525	\$419
2-5 users	\$715	\$475	\$380
6+ users	\$635	\$419	\$333

3-Product Bundle

Per User Pricing





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About: We are a Software-as-a-Service data science and research firm delivering actionable market intelligence to stakeholders in the US mortgage industry. We specialize in the art and science of uncovering insights and extracting knowledge from data. Because we are cloud-based, we have the advantage of rapid and agile modeling of large and complex data sets. We employ a cutting edge cloud analytics platform and instant machine learning to deliver descriptive, inferential, and predictive analytics at scale.



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