whenfresh a PriceHubble company

LOOP

Instant, remote screening of new mortgage applications against lending rules, LTV criteria and title issues - with rejected leads looped back to the broker or applicant.



LOOP enables lenders to instantly check the suitability of each property for which a new mortgage application is received - and is effectively a 'digital D.I.P.' on the property.

Based simply on the address, the requested mortgage amount and proposed deposit, each property is instantly screened against:

- > Lending Rules
- > LTV Criteria
- > Title Deed Issues

Typically, 90-95% pass this initial suitability check, with 5-10% being rejected and 'looped' back to the broker/applicant.

Standard Data Items Checked:

- Property Type.
- Number of Bedrooms, Bathrooms etc.
- Property Extent.
- When Built.
- Construction Materials.
- Roof Type, Slope & Height.
- Number of Storeys.
- Height above Sea Level.
- Proximity to Water.
- Flood Risk.
- Subsidence Risk.
- Current Value and LTV.
- Climate Change Risk.
- Sitle Issues/Covenants.
- Proximity to Commercial Premises.

The **LOOP** module screens each new mortgage application as it comes in and is used by **Marketing**, **Customer Acquisition** and **On-Boarding teams**.

LOOP - Key Benefits

- *S* Early rejection of unsuitable properties.
- / Lender saves time, resource and cost.
- *F*ocus resource on suitable properties.
- *Setter support for brokers.*
- / Improved customer service.
- Simple to test vs existing process.

→ LOOP - Easy to Test

To test LOOP - A lender simply provides a recent batch of applications and WhenFresh reports which would have passed/failed, for comparison with the lender's outcomes. Contact us today.