

What is a "Trigger Lead"?

A "Trigger Lead" is generated when a lender runs a client's credit report for the purposes of qualifying for a mortgage for a refinance or a home purchase. The credit card companies then sell this data as a "Trigger Lead" to lead companies, other lenders, brokers, banks, car dealerships, call centers ect. Even though this seems like a breach of privacy, it is actually completely legal for the credit bureaus to do this. There have been some steps taken to attempt to ban trigger leads but so far none of those have come to fruition.

Needless to say, the influx of calls, emails, and mailers can be very annoying and sometimes overwhelming for borrowers and once you become a trigger lead it is very hard to undue. Oftentimes there are so many sales calls that borrowers can miss calls from their lender for important information and escrow signing.

There is not a way to 100% guarantee your information will end up as a Trigger Lead but below are some tips to help minimize your chances of becoming a trigger lead and keep your phone from ringing off the hook:

1. Do Not Call Registry

By registering your phone and cell phone numbers here it will also stop your phone numbers from appearing on trigger lists. It is best to do this a month before you are going to fill out a loan application as it can take 31 days to take effect.

2. Optoutprescreen.com

By registering here it will stop the bureaus from selling your personal information so you will not appear on any trigger list for 5 years. The trick is this needs to be done at least 5 days before the application process and the credit is pulled.

3. Have Your LO take some Preventative Measures

It is also a good idea to ask your LO or mortgage broker to not include your phone or email on the loan application or enter it in when credit is pulled. Once the credit report is pulled they can always go back in and add that information for the lender. While this will not completely keep your information from becoming a trigger lead, it will make it less desirable to some brokers as they will have to "scrub" more to come up with this information on their own.

4. Direct Mail Association

This will prevent some of the junk mail from lenders. Whether you register online or through the mail, it will cost you \$1.00, which can be charged to your credit card. Register early because the DMA distributes its lists quarterly, so it could take a while to become effective. This registration is good for five years.