



LOAN ORIGINATION SOLUTIONS



Geocoder Module

The Mark IV module for geocoding applicant data.

At Cypress CRIF Lending Solutions, we are dedicated to providing lenders with the tools they need to work faster and smarter, which is why we offer a full range of optional modules for our flagship product - Mark IV and BizMark.

For Mark IV, the Geocoder Module provides an interface with a respected geographic information systems (GIS) provider. This module allows lenders to interactively scrub and geocode all applicant data, giving you the demographic and contact information you need for a variety of marketing and reporting activities.

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GEOCODER MODULE

Module Details

Using the Geocoder Module, Mark IV users are queried to make address corrections only on an as-needed basis while in the application summary screen. The applicant's street, city, state and zip code are all verified for correctness. In the event that the entered address is not able to be geocoded, Mark IV provides the user with ranked alternatives to choose from. The user simply clicks on the desired corrected address and the process is complete. If the entered address is successfully geocoded, the user continues normal processing. With the Geocoder Module, you have access to summary census demographic information including income levels and the number of owner-occupied and multi-family housing units in a given community.

Benefits

- Eliminates the need to scrub data and ensures 100 percent geocoding hit rate
- All of your applicants are geocoded - not just the approvals that are handed off to your document system
- Now you're certain to have a valid physical address for all of your applicants - no more returned mail
- Geocodes can be downloaded into a text file for easy HMDA and CRA reporting
- Related demographics are collected for download and market analysis

Cypress CRIF Lending Solutions provides the choices and quality you can always bank on. To learn more about our products and services or to schedule a consultation, contact us today!