

CASE STUDY:

Maximizing returns on FHA assets

CHALLENGE

A top servicer wanted to improve the performance on its growing portfolio of delinquent FHA assets and decrease its conveyance costs.

The servicer's legacy marketing and sale of foreclosure assets presented compliance challenges and delivered suboptimal results. The servicer believed using a more effective marketing platform along with improved compliance processes and controls could improve its results without introducing additional risks.

SOLUTION

The servicer used the Hubzu real estate marketing platform to market CWCOT foreclosure auctions and significantly improve auction conversion rates compared to its legacy solution.

Leveraging Hubzu's deep auction experience and mature marketing model, this client was able to increase auction conversion rates and reduce dependence on conveyance. Hubzu's marketing programs included targeted and recurring communications to its 1.8 million plus registered user base, and display and syndicated advertising on leading real estate websites. These marketing programs, combined with search engine optimization, increased the pool of prospective buyers and reminded those prospects of the date, time and location of the auctions.

In addition, Hubzu provided prospective buyers with useful data tools to assist with their home purchase analysis. These tools, provided at no cost, include RentRange property reports and comparable sales analysis. By helping prospective buyers prepare for the auctions, Hubzu was able to increase the buyer pool and drive better conversion rates.

RESULTS

By choosing Altisource's Hubzu real estate marketing platform as a partner for its CWCOT foreclosure auctions, this leading servicer client increased its third party sales rate from 42% in 2017 to 59% by the end of Q1 2018.



FAST FACTS²



42%

Legacy providers' third party sale rate for FHA foreclosure auction sales in **2017**



IMPROVED RESULTS:

59%

Hubzu marketing platform's third-party sale rate for FHA foreclosure auction sales by the end of **Q1 2018**

This leading servicer client increased its third party sales rate from 42% in 2017 to 59% by the end of Q1 2018.

¹Sold January 2009 - March 2020
²Statistics include both live and online auctions