

iLeads.com to Offer Adjustable Rate Mortgage Leads Enhanced by First American Financial Corporation

Mortgage brokers gain access to recast dates, recast rates, payment increases.

Newport Beach, CA (PEWEB) July 16, 2007 -- iLeads.com, the nation's leading provider of internet-generated consumer leads for the insurance and mortgage industries, has teamed up with The First American Financial Corporation (NYSE: FAF), America's largest provider of business information, to help mortgage brokers identify, contact, and provide solutions to the six million consumers whose Adjustable Rate Mortgages are due to recast to higher rates in the coming year. The new service, ARMSource.com, offers enhanced, verified [ARM leads](#) up to 120 days before the loans are scheduled to recast.

"With First American's support, we are able to provide accurate title, property, and loan data plus validated phone numbers that are Do Not Call-compliant," explains Drew Warmington, president and CEO of iLeads.com. "The mortgage broker will have everything needed to prepare a quote before contacting the consumer."

With ARMSource [refinance mortgage leads](#) in hand, a mortgage broker can tell exactly when the ARMs are scheduled to recast, the original rate of each ARM loan, the amount of scheduled rate increases, and the impact to the homeowner in dollars. ARMSource delivers the [mortgage leads](#) once a month in a variety of easy-to-use formats, including HTML, CSV, and SYLK. The broker also has access to an ARMSource marketing kit that includes sales letters, envelopes, and postcards pre-merged with First American data.

"Unable to afford the higher payments and unable to sell their homes in today's real estate market, ARM consumers face a 'refi or die' situation," says Warmington. "if they can't refinance at a reasonable rate, they will lose their homes. They need help, and they need it now. We help mortgage brokers identify them before it is too late."

About iLeads.com

iLeads.com has been the leading innovator of online financial lead-generation since 1996. Through its network of websites, iLeads.com has attracted, validated, and qualified more than five million leads for the mortgage and insurance industries. Thousands of industry professionals count on iLeads.com to deliver a steady stream of convertible leads every month. Since 2000, iLeads.com has been a partner of The First American Financial Corporation (NYSE: FAF). More information about iLeads.com can be found at www.ileads.com.

About First American

The First American Corporation (NYSE: FAF), a FORTUNE 500 company that traces its history to 1889, is America's largest provider of business information. First American combines advanced analytics with its vast data resources to supply businesses and consumers with valuable information products to support the major economic events of people's lives, such as getting a job, renting an apartment, buying a car or house, securing a mortgage and opening or buying a business. The First American Family of Companies, many of which command leading market share positions in their respective industries, operate within five primary business segments, including: Title Insurance and Services, Specialty Insurance, Mortgage Information, Property Information and First Advantage. With revenues of \$8.5 billion in 2006, First American has approximately 2,100 offices throughout the United States and abroad. More information about the company and an archive of its press releases can be found at www.firstam.com.



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