

PROTECTING HOMEBUYER PRIVACY: TRIGGER LEADS

WHAT IS A TRIGGER LEAD?

When a consumer's credit is pulled, the credit bureaus sell their information to any solicitor willing to pay for it without their permission. Which consumers are in the market for a credit-based financial product (typically a mortgage) and which are not is very valuable information to these solicitors, and the credit bureaus are more than happy to sell it to them. This is a **trigger lead**.

HOW THIS AFFECTS HOMEBUYERS

These unaffiliated companies who purchase trigger leads flood consumers with hundreds, if not thousands, of phone calls, texts, and emails when they open a new line of credit for their mortgage. This renders communications unusable during the most vital time when purchasing their homes.



Do Not Call (DNC) Lists:

DNC List registration takes a full month, often incompatible with the urgency of homebuying. Even if a homebuyer is registered on DNC lists, **many solicitors will disregard DNC listings**, and will consider the fines for violating DNC lists as a business cost.



Information Bought & Sold:

Credit bureaus aren't the only ones selling homebuyer data; They sell it to aggregators, who in turn re-sell it repeatedly to **dozens, hundreds, or thousands** of trigger lead buyers, spreading information widely without consent or consideration.



Misleading Tactics:

These solicitors often blur compliance boundaries, **using deceptive language to imply connections** with brokers and lenders, endangering first-time homebuyers, ESL buyers, and other vulnerable homebuyers.

WHY IS THIS HAPPENING AND WHAT IS BEING DONE?

FAIR CREDIT REPORTING ACT



In the Fair Credit Reporting Act of 2018, credit reporting agencies are by law, **allowed** to sell your credit information **without your consent or your knowledge**.

WE FIGHT FOR YOU



The **Broker Action Coalition (BAC)** is organizing efforts on Capitol Hill behind legislation to reform Trigger Leads, **protecting your privacy** and **preventing third-party outreach**.

GET INVOLVED

In just moments, generate & send letters to your officials, telling them to support current Trigger Lead reformation bills, and **prevent invasions of homebuyer privacy** nationwide.

Scan to
**PROTECT
HOMEBUYER
PRIVACY:**

