



# Trigger Leads

## OPT OUT EARLY

To opt out, visit [www.optoutprescreen.com/](http://www.optoutprescreen.com/) or call toll-free at 1-888-5-OPT OUT (888-567-8688).

### TRIGGER LEADS: WHAT ARE THEY, AND HOW YOU CAN AVOID BEING ONE?

Have you ever applied for a loan, only to suddenly be flooded with calls and emails from other lenders? You might think that it's the result of putting your info into a shady site, but the reality is that the credit bureaus are sharing your information with others.

So how does your information suddenly manage to spread around dozens of businesses, and how can you keep it from happening?

### WHAT IS A TRIGGER LEAD?

When you apply for a mortgage or a loan, you go through something called a "hard credit check." That's when one, two or even all three credit bureaus perform an inquiry into your credit score.

When the bureaus check your credit, your record is flagged and added to a list of other flagged records. The credit bureaus go through all flagged records and gather the information from them. Once they're finished, they'll sell the information as a "trigger lead" to paying marketers within 24-48 hours of the original application or credit pull.

Much like the pre-approved credit cards you get in the mail, any offer you'll get as a trigger lead is essentially a prescreened offer of credit for a mortgage or other loan.

Before you ask- yes, it is legal. Under the Fair Credit Reporting Act (FCRA), the Consumer Credit Reporting Companies are permitted to include your name on lists used by creditors or insurers to make firm offers of credit or insurance that are not initiated by you ("Firm Offers"). The FCRA also provides you the right to "Opt-Out", which prevents Consumer Credit Reporting Companies from providing your credit file information for Firm Offers.

### OPTING OUT

There are ways to deter calls from credit companies from reaching you, such as blocking numbers or adding yourself to the [Do Not Call Registry](#). But even with those measures, your info is still on file with the bureaus. If you want to truly avoid being a trigger lead, opting out is the only way to get away from them.

That said, be sure to opt out BEFORE you apply for a loan. While you can still opt out after, it can take up to five days for your name to be pulled from the system, meaning five more days of nonstop calls from lenders.

If you don't want floods of calls from hopeful lenders, now is the time to opt out! The process is fairly simple: either visit [www.optoutprescreen.com/](http://www.optoutprescreen.com/) or call toll-free at 1-888-5-OPT OUT (888-567-8688). Once that's done, you can resume your loan search without the fear of nonstop phone ringing.