



## Trigger Leads

### Unwanted offers to watch out for — and how to opt out.

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Let's say you've just applied for a mortgage loan. You're excited to start your homebuying journey, but suddenly get spammed with promotional phone calls from lenders you've never even heard of. What gives?

Don't worry, the bank or credit union you applied to hasn't sold your personal information. Instead, the financial institution made an inquiry into your credit report upon your loan application — and now other businesses know you're in the market for a mortgage.

The offers you receive are called “trigger leads,” and they're from third-party companies hoping to make you a new customer. “Triggering” is a fitting description, but it's easy to stop these unwanted solicitations from happening. Here's what you should know.

#### WHAT EXACTLY IS A TRIGGER LEAD?

To be more specific, financial institutions check your credit through one of the three major credit bureaus — like Equifax, Experian and TransUnion — anytime you apply for a loan. This acts as a “trigger” for other businesses, alerting them to your potential as a customer (a lead) shopping around for a mortgage.

These companies pay the credit bureaus for access to your personal information, using it to send you a flood of promotions. Oftentimes, they're lenders, credit card companies or insurance providers simply competing for your business — and they're all completely within the law.

Trigger leads feel like a nuisance at best and an invasion of privacy at worst, but they're technically legal according to the Federal Trade Commission (FTC) and Consumer Financial Protection Bureau (CFPB). That's because they encourage competition between companies.

The good news? You can always choose to opt out of trigger leads. And there are a couple of different options for controlling how you receive them.

#### HOW TO STOP CREDIT BUREAUS FROM SELLING YOUR INFORMATION.

You as a consumer are empowered and protected by law to limit the number of credit offers you receive. You can opt out of pre-approved credit offers permanently or for a five-year period by registering at [OptOutPrescreen.com](https://www.optoutprescreen.com), calling 1-888-5-OPT-OUT (1-888-567-8688) or contacting credit reporting agencies directly.

The process takes around five days to complete and only applies to future offers, so you may still receive some for a bit after opting out. But once your registration is complete, credit bureaus are no longer allowed to sell your personal data to third parties.

#### HOW TO STOP UNWANTED PHONE CALLS.

Tired of the constant calls? Consider registering your phone number(s) on the [National Do Not Call Registry](https://www.donotcall.gov). It's a free and easy way to stop most telemarketers from contacting you, whether they're an actual lender or an automated bot.

The sooner you do it, the sooner you're covered, so be sure to sign up at least a month prior to your loan application for the process to take effect.

## **YOUR INFORMATION IS SECURE AT FROST.**

Our commitment to integrity, caring and excellence drives everything we do, especially when it comes to your privacy. Frost does not — and will never — share or sell your personal information. We value your trust as much as you value your privacy, and we do our best to protect both.

When you apply for a mortgage at Frost, stringent security measures are in place to safeguard your data. Not just during the mortgage approval process, but throughout your journey home. We stay with you from day one to thirty years down the road — and your personal information stays safe the entire time too.

For more on how we keep your information secure, please visit our [Consumer Privacy Statement](#).

## **VISIT WITH A MORTGAGE LOAN ADVISOR TODAY.**

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