

8 Mortgage Intent Signals

Check off the signals you are actively tracking in your database.

01 Home Search Behavior

Client is browsing homes in a specific price range or location with increasing frequency.

02 Home Value Checks or CMA Requests

Client is tracking market movement, often the first step before deciding to list.

03 Affordability Calculator Engagement

Client is running mortgage scenarios, preparing to make a financing decision.

04 Equity Insights or Cash-Out Exploration

Client is considering a major financial move: renovation, debt consolidation, or a new purchase.

05 Listings with Price Drops or Assumable Mortgages

Price-sensitive buyer is watching for the right deal before making a move.

06 Major Life Events

Marriage, divorce, growing family, empty nest, or relocation almost always triggers a real estate decision.

07 Questions or Direct Outreach

A client who suddenly re-engages or asks detailed financing questions is close to a decision.

08 Credit Monitoring or Rate Watching

Client is tracking credit or engaging with rate tools, positioning for a loan application.
