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Get a more dynamic view of consumers



Dear FirstName,

[View the magazine](#) to see how a trended view of consumer credit opens opportunities to over 26 million previously unscorable Americans, so you can confidently expand your portfolio.

You'll also learn how trended credit data:

- Allows for more precise lending and risk decisions
- Provides value across the lending lifecycle
- Is now required by a large government-sponsored enterprise when evaluating single-family mortgages

Moving from a point-in-time perspective to a dynamic view of a consumer's account balances, payments made, credit limits and other factors over time, presents a **vast new universe for your lending portfolio**.

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