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Equifax Infographic Finds Consumers Prefer Root Canals Over Applying for a Mortgage

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What: In a new infographic, *Top 3 Challenges To Profitable Mortgage Lending*, Equifax (NYSE:EFX) addresses issues that negatively impact mortgage lenders in the early stages of loan origination, including:

- Commonly misrepresented or incorrect application information;
- Errors resulting from increased loan processor workloads; and
- Specific challenges for self-employed borrowers, among others.

Equifax is available immediately to provide insight on the top challenges to profitable mortgage lending.

Additionally, the infographic provides a humorous take on the very real issue of consumers' negative perception of the mortgage industry. Survey data regarding unpleasant situations that consumers report as preferable to the home mortgage process – *7% of which preferred a root canal to applying for a mortgage* – is also highlighted.

Where: To view the infographic, please visit: <http://eqfx.co/mortgageROI>.

Who: **Rosie Biundo**, senior director of product marketing for Equifax Verification Services.

When: Equifax is available immediately for interviews.

About Equifax, Inc.

Equifax is a global leader in consumer, commercial and workforce information solutions that provide businesses of all sizes and consumers with insight and information they can trust. Equifax organizes and assimilates data on more than 600 million consumers and 81 million businesses worldwide. The company's significant investments in differentiated data, its expertise in advanced analytics to explore and develop new multi-source data solutions, and its leading-edge proprietary technology enable it to create and deliver unparalleled customized insights that enrich both the performance of businesses and the lives of consumers.

Headquartered in Atlanta, Equifax operates or has investments in 19 countries and is a member of Standard & Poor's (S&P) 500® Index. Its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. In 2013, Equifax was named a Bloomberg BusinessWeek Top 50 company, was #3 in Fortune's Most Admired list in its category, and was named to InfoWeek 500 as well as the FinTech 100. For more information, please visit www.equifax.com.

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