



Mountain Metro Association of REALTORS® Brings TransUnion's TruLookup® for Real Estate to its Members

Mountain Metro real estate professionals can now access fraud protection, safety insights, and high-impact prospecting tools in a single, mobile-first app

Mountain Metro Association of REALTORS® announced today that its members now have access to TransUnion's TruLookup® for Real Estate, a mobile-first tool that helps them verify identity to protect personal safety, prevent fraud and conduct more efficient, effective prospecting.

The solution reduces the need to access multiple databases or download multiple apps when researching prospective clients and properties—empowering agents to work faster, safer and more effectively in the field.

"Mountain Metro Association of REALTORS® (MMAR) is committed to equipping its members with the best possible support to be safe and successful," said Lyndee Louk, CEO of MMAR. "We're proud to provide TruLookup for Real Estate to help our agents generate business opportunities, while feeling confident they know who they're dealing with."

TruLookup for Real Estate combines safety checks, fraud prevention and prospecting enablement into one streamlined solution. Real estate professionals can use the app for the following:

- **Personal Safety Check:** Use a phone number to review identity attributes and assess potential risk indicators before in-person meetings.
- **Validate Ownership:** Confirm legal property ownership before listing.
- **Person Contact:** Get current phone, email and property addresses with as little as a name and city
- **Property Contact:** Instantly find phone, email and postal address information for owners of unlisted properties.
- **Prospecting Lists:** Generate phone, email and direct mail lists based on a location and customizable radius for circle prospecting campaigns.

"Agents work on the go in a fast-moving, highly competitive industry," said Melanie Zimmerman, President of TransUnion Risk and Alternative Data Solutions, Inc.¹ "TransUnion's TruLookup for Real Estate empowers agents with an enterprise-grade data solution in the palm of their hand - so they can stay safe and seize opportunities in the moment."

Mountain Metro Association of REALTORS® real estate professionals can activate their account [here](#).

About Mountain Metro Association of REALTORS® (MMAR)

Mountain Metro Association of REALTORS® (MMAR) serves real estate professionals throughout Colorado's mountain and foothills communities, including Clear Creek, Park, and western Jefferson Counties, and more. MMAR is committed to supporting its members through education, advocacy, professional development, and valuable resources that help REALTORS® serve their clients and communities with confidence. Through programs such as the Certified Mountain Area Specialist (CMAS) designation and innovative member benefits, MMAR works to address the unique needs of real estate professionals practicing in Colorado's mountain markets.

About TransUnion (NYSE: TRU)

TransUnion is a global information and insights company with over 13,000 associates operating in more than 30 countries. We make trust possible by ensuring each person is reliably represented in the marketplace. We do this with a Tru™ picture of each person: an actionable view of consumers, stewarded with care. Through our acquisitions and technology investments we have developed innovative solutions that extend beyond our strong foundation in core credit into areas such as marketing, fraud, risk and advanced analytics. As a result, consumers and businesses can transact with confidence and achieve great things. We call this Information for Good® — and it leads to economic opportunity, great experiences and personal empowerment for millions of people around the world. <http://www.transunion.com/business>