

| Niche Type | Niche | Interest | Viability | Priority |
|---------------|-----------------------------|--------------------------|-----------|----------|
| Geographic | Neighborhoods | <input type="checkbox"/> | | |
| | Sub-divisions | <input type="checkbox"/> | | |
| | Zip code | <input type="checkbox"/> | | |
| | Landmarks | <input type="checkbox"/> | | |
| | Other: | <input type="checkbox"/> | | |
| Consumer | First-time buyers | <input type="checkbox"/> | | |
| | Ethnic Buyers | <input type="checkbox"/> | | |
| | Move-up buyers | <input type="checkbox"/> | | |
| | Parents of college students | <input type="checkbox"/> | | |
| | Bankruptcy clients | <input type="checkbox"/> | | |
| | Newlyweds | <input type="checkbox"/> | | |
| | Fire and police officers | <input type="checkbox"/> | | |
| | Investors | <input type="checkbox"/> | | |
| | Military personnel | <input type="checkbox"/> | | |
| | Second home buyers | <input type="checkbox"/> | | |
| | Self-employed borrowers | <input type="checkbox"/> | | |
| | Relocating employees | <input type="checkbox"/> | | |
| | Seniors | <input type="checkbox"/> | | |
| | Other: | <input type="checkbox"/> | | |
| Loan products | FHA | <input type="checkbox"/> | | |
| | VA | <input type="checkbox"/> | | |
| | 100%, 103%, 80/20 | <input type="checkbox"/> | | |
| | Jumbo | <input type="checkbox"/> | | |
| | Construction | <input type="checkbox"/> | | |
| | Limited, no doc, stated | <input type="checkbox"/> | | |
| | Reverse | <input type="checkbox"/> | | |
| | Non-prime | <input type="checkbox"/> | | |
| | Other: | <input type="checkbox"/> | | |
| Housing | Condos, mixed use | <input type="checkbox"/> | | |
| | New construction | <input type="checkbox"/> | | |
| | Resale | <input type="checkbox"/> | | |
| | Vacation homes | <input type="checkbox"/> | | |
| | Other: | <input type="checkbox"/> | | |
| Lead source | Realtors | <input type="checkbox"/> | | |
| | Builders | <input type="checkbox"/> | | |
| | CPA's/Financial Planners | <input type="checkbox"/> | | |
| | Attorneys | <input type="checkbox"/> | | |
| | Insurance agents | <input type="checkbox"/> | | |
| | Other: | <input type="checkbox"/> | | |