



• HYPERLOCAL CONSTRUCTION INTELLIGENCE

Searchable feed • Updated daily

Alerts by address or area

Catch financing needs the moment **a permit is filed.**

Renovations, additions, and new builds all signal a financing need. Be the lender who reaches out first — for renos, refis, HELOCs, and construction loans.

WHAT IS PERMIT DATA?

Every renovation, addition, roof, pool, electrical, and new-build job filed with the local building department — **who pulled it, when, and whether it's open, expired, finalized, or never permitted at all.** It's public record, but buried in thousands of city and county portals. Permit Notice pulls it into one searchable feed with alerts.

Your daily headaches → **solved with permit data**

THE FRICTION EVERY LOAN OFFICER KNOWS	HOW PERMIT DATA FIXES IT
Owners fund big renovations with the wrong product — or a competitor	Reno & addition permits flag owners spending now — reach them with a HELOC, cash-out refi, or reno loan before they use a card or another lender.
Construction-loan prospects go to whoever the builder refers	New-construction permits surface builders and owners needing financing — get in front of the deal early.
Realtor referrals dried up and you need your own pipeline	A permit feed is a self-sourced lead stream tied to real homeowner spending — not dependent on agent referrals.
You learn about a refi opportunity after they've shopped	Permit activity is intent — reach owners investing in their homes before they rate-shop elsewhere.
Hard to time outreach to past clients	A permit on a past client's home is a perfect reason to reconnect about a HELOC or refi — and keep them in your book.
Cold lists convert terribly	Permit-driven leads are warm — these owners are actively spending on their property right now.

8 plays to run this week

1

Renovation-Financing Outreach

Reach reno/addition owners with HELOC & reno-loan options.

2

Construction-Loan Pipeline

Track new-build permits and the builders behind them.

3

Cash-Out Refi Targeting

Owners investing in their homes are prime refi candidates.

4

Past-Client Re-Engagement

Get alerted when your book pulls permits — offer a HELOC.

5

Builder & Agent Partnerships

Bring permit leads to referral partners — become indispensable.

6

Equity-Improvement Angle

Additions raise value — position a refi on the new appraisal.

7

Secret-weapon spend-signal radar

UNFAIR ADVANTAGE

Track permit value by neighborhood to see where homeowners are deploying capital — a private stream of high-intent borrowers no rate table or trigger lead shows you.

8

New-Purchase Watch

New-construction permits flag future closings needing a purchase loan.

THREE WAYS IT MAKES YOU MONEY



Self-source your pipeline

Warm leads without buying trigger lists or waiting on referrals.



Fund more loans

Reach borrowers at the exact moment of intent.



Deepen client relationships

Relevant touchpoints keep your book loyal.

“ STEAL THIS CONVERSATION

Hi — I saw you just pulled a permit for a renovation, congratulations on the project. Many homeowners don't realize they can fund that through a HELOC or cash-out refi at a much better rate than a contractor's financing or a card. I'd be glad to run the numbers for you, no obligation — got a few minutes this week?

Start pulling permit data today.

Search any property in seconds. Set alerts for your market, your clients, and your pipeline — and never miss the signal again.

Start your free trial →

PermitNotice.com



SCAN TO SEARCH
A PROPERTY