

Building Mortgage Business *With Real Estate Agents*

The new 2018 version of the comprehensive annual study that explores the important relationship between mortgage lenders and real estate agents is now available. The valuable research, based on a national survey of real estate agents, is a joint venture of Campbell Surveys and Inside Mortgage Finance.

Major lenders depend on the study to guide their business strategy with real estate agents and benchmark their performance with agents and homebuyers. The data helps guide strategy by assessing the effectiveness and prevalence of various lender services, tracking changes in real estate agent preferences or practices that affect the choice of a mortgage lender, as well as benchmarking performance vs. other top lenders.

The study covers many lender initiatives, so institutions that offer services (lender-provided materials/education/coaching, lender-provided leads, lender-hosted homebuying sites, local loan officers, etc.) can evaluate the value of these offerings.

The 2018 study is based on a national survey of real estate agents and more than 2,700 agents participated in this year's research. The results are presented with easy-to-understand charts in a PowerPoint slide deck and the underlying data can be further analyzed through an interactive workbook that is included in the study.

Featured in the 2018 results are:

- Ratings of lender services, homebuying search platforms, and reasons for lender referrals;
- Ratings of 15 top lenders (including primary drivers of each rating and comments on each lender); and
- Statistics on preapproval activity and effectiveness, agents' lender recommendations and referrals, and agents' lead sources for closed mortgage loans.

These data points also have demographic breakdowns (e.g., is preference different for old/young or high-/low-volume real estate agents?) as well as year-over-year changes and comparisons. All sections include text comments from survey respondents.



To purchase, contact
resurvey2018@imfpubs.com or 800.570.5744.

The 2018 study is divided into seven sections plus an appendix.

Importance of Agent Lead Sources for Closed Loans

(ranked by percent of closed transactions)

- ✓ Open Houses or Sign Calls
- ✓ Brokerage Office/Website/Walk-in
- ✓ Personal Website
- ✓ Realtor.com
- ✓ Zillow
- ✓ Other homebuying websites
- ✓ MLS website
- ✓ Lender-provided leads (excluding local LO)
- ✓ Lender-provided leads (local LO)
- ✓ Advertising (online)
- ✓ Advertising (non-online)
- ✓ Sphere of Influence/Referrals (excl. social media)
- ✓ Sphere of Influence/Referrals (social media)

- ✓ HomeScouting Report
- ✓ Nest.me

Lender Services and Accessibility

(rated on a scale of 1-5)

- ✓ Preapprovals
- ✓ Leads on Potential Homebuyers
- ✓ On-Site Loan Officer at My Brokerage Office
- ✓ Ability to Meet In-Person w/Loan Officer
- ✓ Accessible/Responsive on Nights and Weekends
- ✓ Easy-To-Access Loan Status Updates
- ✓ Easy-To-Access Loan Requirements/Product Offerings
- ✓ Marketing Materials/Funding for Agents (incl. co-branded ads, open houses, broker opens)
- ✓ Content-Sharing (for re-distribution to clients, website, social, etc.)
- ✓ Coaching Resources for Agents
- ✓ Housing & Mortgage Market Education/Updates
- ✓ Homebuyer Education Resources

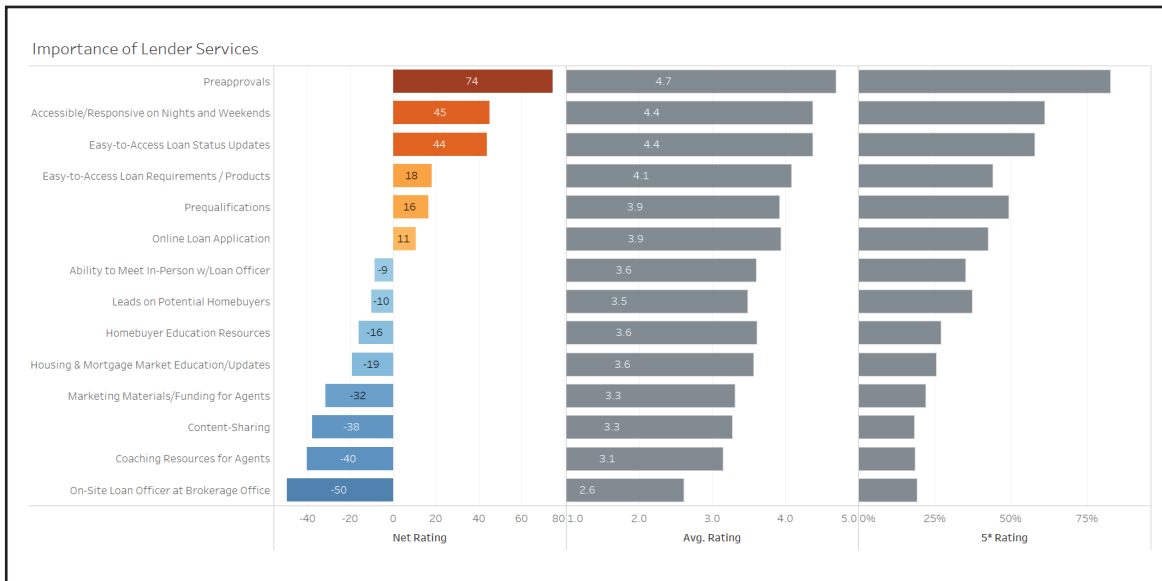
Significance of Homebuying Search Platforms

(rated on overall, lead quality, lead cost, lead volume, and ease of use)

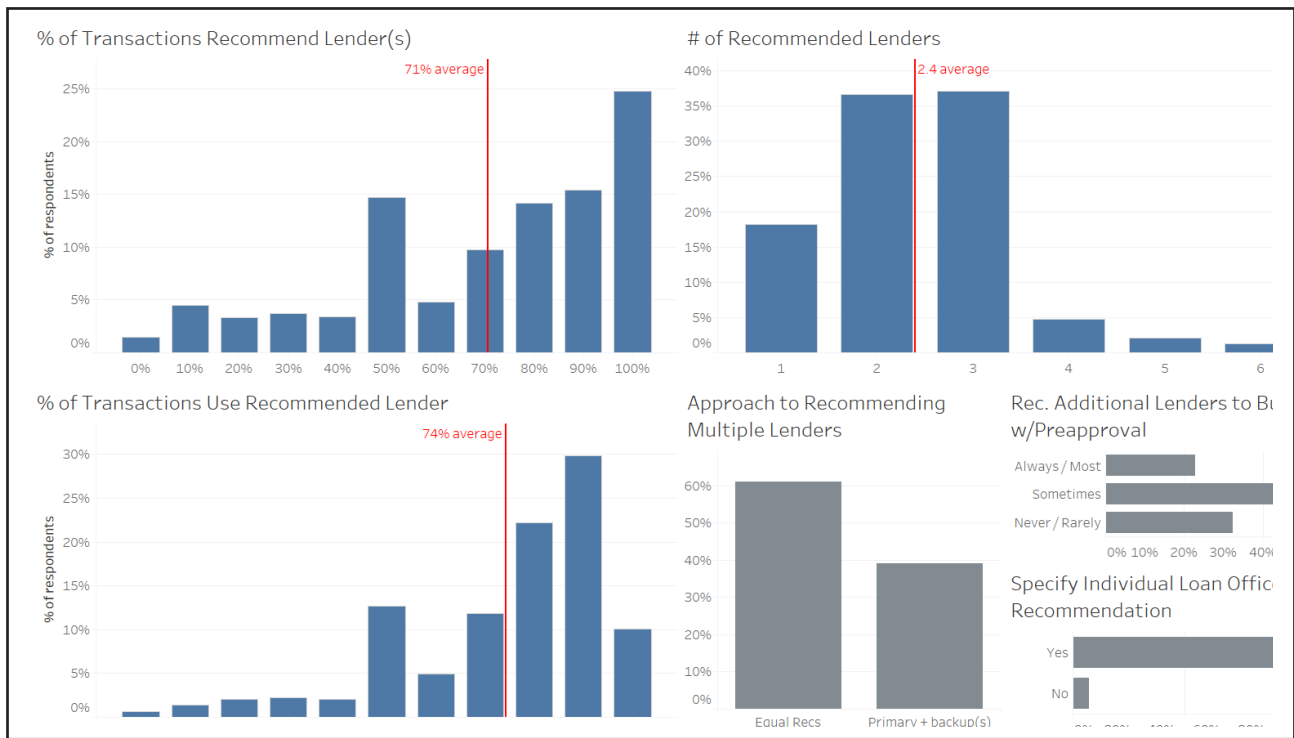
- ✓ Zillow
- ✓ Realtor.com
- ✓ Redfin
- ✓ Xome
- ✓ Homes.com
- ✓ MLS website
- ✓ Brokerage website
- ✓ Quicken
- ✓ Bank of America Real Estate Center
- ✓ PNC Home Insight

Statistics on Preapprovals

- ✓ Percent of homebuyers with preapproval
- ✓ Percent of preapproved homebuyers sourced from lender-provided lead
- ✓ Percent of preapproved homebuyers who close with same lender that provided preapproval
- ✓ Number of preapprovals per homebuyer



To purchase, contact
resurvey2018@imfpubs.com or 800.570.5744.



Most Important Factors for Lender Referral

(% marked "important")

- ✓ Provide Marketing Materials/Promote Open Houses
- ✓ Mortgage Education for Agents
- ✓ Mortgage Education for Homebuyers
- ✓ Preapprovals
- ✓ Receive Leads from Lender
- ✓ Accessible/Responsive on Nights and Weekends
- ✓ Local Loan Officer/Physical Office
- ✓ In-House Lender for My Brokerage Firm
- ✓ Lead Time on Closing Dates
- ✓ Performance on Meeting Closing Dates
- ✓ Easy-to-Access Loan Status
- ✓ Loan Programs
- ✓ Homebuyer Uses Bank
- ✓ Agent Uses Bank Personally
- ✓ Advertising to Agents (Incl. Rate Cards)
- ✓ Advertising to Homebuyers
- ✓ Brand Reputation
- ✓ Experience of Homebuyer Clients

- ✓ Approach to recommending multiple lenders
- ✓ Recommending lenders to homebuyers with preapprovals
- ✓ Agent control/influence over lender selected by homebuyer

Lender Reviews

(like/dislike/neutral and primary reason for opinion)

- ✓ Bank of America
- ✓ Caliber Home Loans
- ✓ Chase
- ✓ Fairway Independent Mortgage
- ✓ Flagstar
- ✓ Guaranteed Rate
- ✓ Guild Mortgage
- ✓ loanDepot
- ✓ Movement Mortgage
- ✓ Navy Federal
- ✓ PNC
- ✓ PrimeLending
- ✓ Quicken Loans
- ✓ USAA
- ✓ US Bank
- ✓ Wells Fargo

Agent Recommendations of Lenders

- ✓ Percent of time lenders are recommended
- ✓ Number of lenders recommended
- ✓ Percent of time recommended lender is used



To purchase, contact
resurvey2018@imfps.com or 800.570.5744.