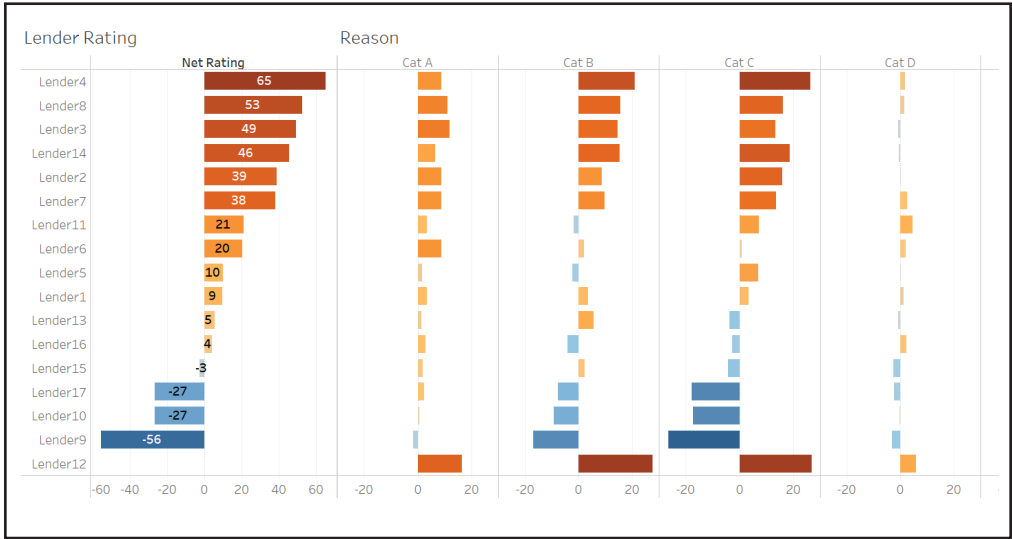


Maximize Your Mortgage Business with Real Estate Agents

Comprehensive new study helps lenders build their home purchase mortgage activity by capitalizing on real estate agent preferences.

Homebuyers use a real estate agent’s recommended mortgage lender for their home purchase transactions 73% of the time.* **Can you afford not to know what agents think about mortgage lenders and the services they offer?**

The new **2017 Campbell Study: Building Mortgage Business with Real Estate Agents** has just been released with a wealth of information on the home purchase market. New this year are detailed demographics on real estate agent survey respondents and the ability to slice and dice study results by characteristics such as age, transaction volume and firm size. In addition, this year’s study package includes a new interactive workbook that allows clients to customize their own analyses of study results based on strategic goals or marketing plans.



Use the interactive workbook for custom analysis, such as comparing your lender ratings against your peers.

For more information:
 John Campbell,
 202.363.2069, john@campbellsurveys.com.



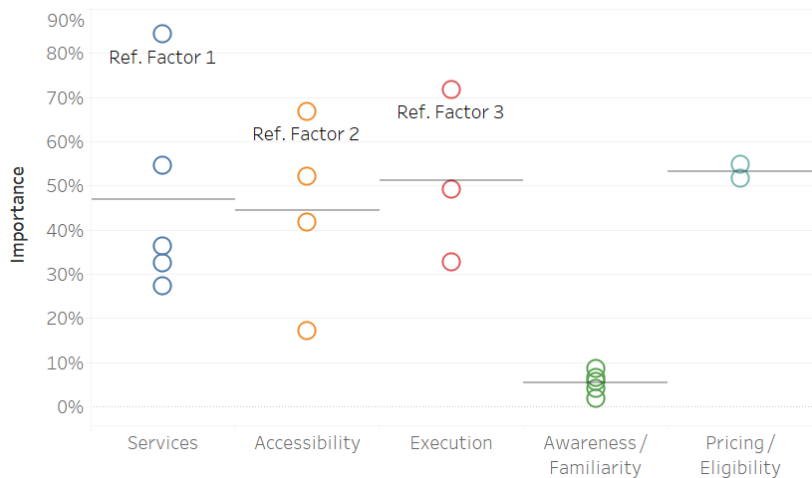
*Source: 2017 Campbell Study: Building Mortgage Business with Real Estate Agents

This year's study features seven major sections:

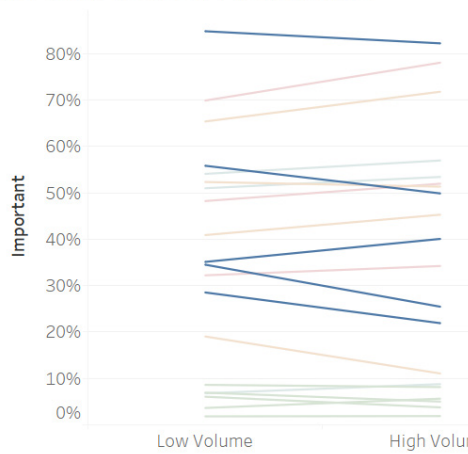
1. Sources of agent leads on homebuyers
2. Importance of leads from homebuying search platforms
3. Rating of mortgage lender services and accessibility
4. Homebuyer use of preapprovals and their relationship to closed transactions
5. Agent strategy and reasons for recommending a lender to homebuyers
6. Relationship between lender recommendations and closed loans
7. Reviews of mortgage lenders and the services they provide

Study the most important factors for lender referral.

Referral Factors by Category

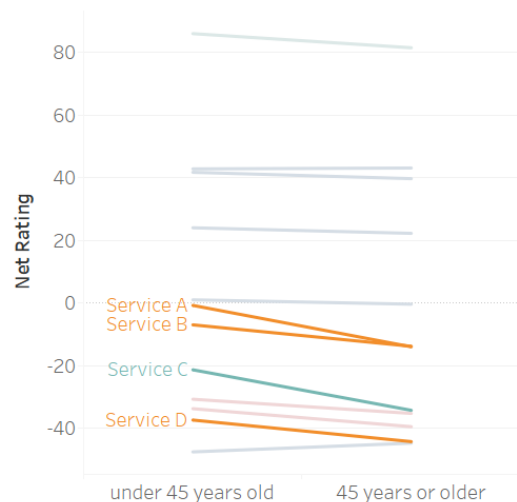


Referral Factors by Agent Volume



Then dig deeper by drilling down by agent volume, age or other characteristics.

Rating of Lender Services by Age



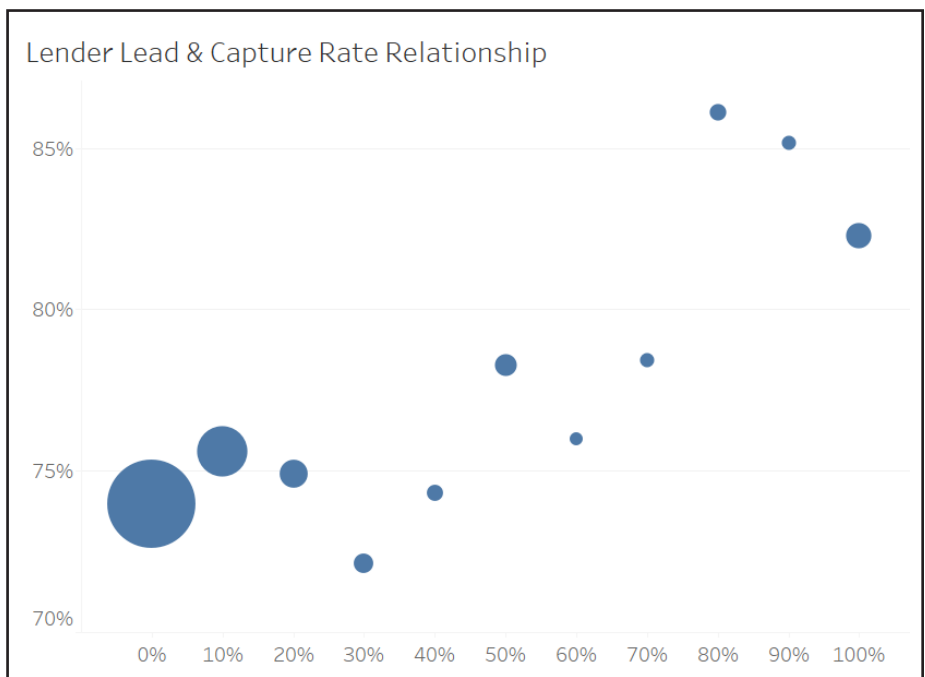
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Among the important questions answered are:

- How valuable are leads from homebuying search platforms, particularly those hosted or used by mortgage lenders?
- Which mortgage lender services do real estate agents think are the most valuable and which are the least valuable?
- What are real estate agents' preferred methods of receiving updates on loan status?
- How often do homebuyers come to a real estate agent with preapprovals from a lender and how often does a homebuyer close with that same lender?
- What does it take to get on a real estate agent's "recommended lender list" and how often do agents recommend a lender?
- How do high-volume real estate agents rate the performance and services of specific mortgage lenders and what are the reasons behind the ratings?

Explore the relationship
between survey elements.



The **2017 Campbell Study: Building Mortgage Business with Real Estate Agents** is based on survey responses obtained from more than 2,800 real estate agents nationwide during the spring of 2017. The study is a joint venture between Campbell Surveys and Inside Mortgage Finance Publications.

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