

New Research Examines Home Purchase Mortgage Success Factors

Findings of National Survey Can Help Mortgage Lenders Increase Market Share in Home Purchase Loan Market

Campbell Surveys and *Inside Mortgage Finance* have completed a national survey of real estate agents that examines best practices for home purchase mortgage originators. This new research covers key aspects of mortgage pre-qualification and pre-approval. The results include detailed data on which lenders excel in providing prompt and reliable mortgage closings. For lenders with joint venture partners, the survey provides important insights on managing real estate brokerage relationships. A report of the survey's findings, *Home Purchase Mortgage Success Factors*, was released in early April.



Home purchase mortgage originators can learn key facts about the pre-approval process:

- In what circumstances do real estate agents require a full pre-approval before showing homes to homebuyer clients, and in what circumstances is a pre-qualification acceptable?
- What are the elements of the most reliable and credible pre-approval letters?
- Which mobile device or personal computer applications would real estate agents like to use when determining the best lender for their homebuyer clients?
- Which major lenders provide the most reliable mortgage pre-approvals?
- Which major lenders provide the most prompt mortgage pre-approvals?
- What are acceptable cycle times for mortgage pre-approvals?

Home purchase mortgage originators can learn how to excel in meeting real estate agent expectations for mortgage closings:

- Which mortgage programs—conventional, FHA, VA, portfolio—provide the most prompt mortgage closing dates?
- What are the most common reasons mortgage closing dates are missed?
- Which major lenders provide the most prompt mortgage closings?
- What are acceptable cycle times for mortgage closings?
- What are the key elements of mobile device or personal computer applications that real estate agents use to track the status of mortgage closings?

For mortgage originators in joint ventures with real estate brokerages, this key survey information can help in managing these strategic relationships:

- Percent of time that real estate agents control or influence selection of mortgage originator,
- Advertising venues—Google, Bankrate, Trulia, Zillow, etc.—that influence mortgage selection for homebuyer clients,
- Reasons that real estate agents change their recommendation of mortgage originator,
- Ways that joint venture partners can get more from real estate agent recommendations.

Review the Survey Online

The survey instrument may be reviewed at <http://campbellsurveys.com/agent20131>. Designed by Geosegment Systems and Campbell Surveys, with input from Inside Mortgage Finance Publications and major mortgage lenders.

Pricing and Delivery

Price of the full survey report is \$50,000. Discounts are available to subscribers to the *Campbell/Inside Mortgage Finance HousingPulse* monthly tracking survey and to government agencies.

For more information or to order the new survey report, contact **John Campbell** at 202.363.2069 or john@campbellsurveys.com.