

New Research Examines Home Purchase Mortgage Success Factors

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

Campbell Surveys and Inside Mortgage Finance have conducted a national survey of real estate agents that examines best practices for home purchase mortgage originators. This new research covers key aspects of building personal and corporate relationships with high-producing real estate agents. For lenders with joint venture partners, the survey provides important insights on how to best manage these relationships.



A report of the survey's findings, **Key Success Factors for Home Purchase Mortgage Originators**, was released in mid-May.

Home purchase mortgage originators can learn about:

Ratings on best co-promotional opportunities provided to real estate agents by mortgage lenders, such as:

- Open houses
- Homebuying seminars
- Virtual tours
- Print advertising
- Online advertising

Methods to strengthen relationships with real estate agents:

- Agent training on internet marketing and social media
- Courses on mortgage options in 2014
- Co-branded homebuyer education
- And more ways to get agent referrals

Agents' take on mortgage issues in 2014 that will most affect home buying:

- Higher interest rates and monthly payments
- Slow mortgage closings
- Student loan debt
- Qualified Mortgage (QM) guidelines
- New debt-to-income ratios
- Health insurance premiums

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,
- Reasons that agents recommend partnered mortgage providers, and
- Ways that joint venture partners can get more from real estate agent recommendations.

Full report and analysis, \$55,000. Discounts available for advance purchase.

To review the actual survey instrument, go to: **Key Success Factors for Home Purchase Mortgage Originators - 2014**

For more information on the new study or to order the report, call John Campbell at 202.363.2069 or email john@campbellsurveys.com.