

New Research on Online Homebuying Informs Home Purchase Mortgage Strategies

Findings of National Survey Show Mortgage Lenders How To Compete in Technology-Disrupted Marketplace

Campbell Surveys and *Inside Mortgage Finance* have conducted a national survey of real estate agents that shows how homebuyers make mortgage choices in a market increasingly dominated by technology-focused lenders such as Quicken Loans and online homebuying platforms such as Zillow. In this new marketplace, lenders traditionally dependent on in-person loan officers and branch networks need reliable survey data to develop new strategies and enhance time-tested business methods.



In the traditional home purchase lender business model, lenders with local loan officers forge strong relationships with real estate agents by providing on-time closings and excellent service. In the new alternative model for online homebuying, mortgage lenders spend significant sums of money on TV and Internet advertising to interest homebuyers in pre-approvals. Increasingly, homebuyer leads are obtained through online homebuying platforms and lender websites.

Regardless of the business model, real estate agents will remain a key source of advice for homebuyers and strategic partners for most lenders.

KEY SURVEY GOAL: How online lenders capture homebuyers before interactions with real estate agents—and agent reaction to this new competitive paradigm for home purchase mortgages.

With this ground-breaking survey of strategic data, mortgage origination executives can learn what they need to know to succeed in the 2016 home purchase market, including:

- » What type of leads are most effective for real estate agents—“sphere of influence,” online platforms such as Zillow, lender-sourced leads, Internet advertising, traditional advertising, etc.
- » How real estate agents rate leads from lenders’ online homebuying platforms
- » How much agents pay for leads as compared to total commission dollars and which lead sources are most cost-effective

- » Key services that mortgage lenders provide to agents and how this might change in the future
- » Whether homebuyers that come with mortgage preapprovals are a plus—or minus—for agents and why
- » Most important factors for agents to add a mortgage provider to the top of their referral lists
- » Quantified influence of agents when homebuyers select mortgage providers
- » Data and textual opinions on specific lenders that agents like and dislike



A report of the survey's findings, *How Online Homebuying Is Disrupting the Home Purchase Mortgage Market*, was released in time for the 2016 homebuying season.

Survey subscribers will receive the full report and analysis at special pricing levels.

To review the actual survey instrument, visit our [website](#).

To order the report or ask questions, immediately call John C. Campbell at 202.363.2069 or email john@campbellsurveys.com.