

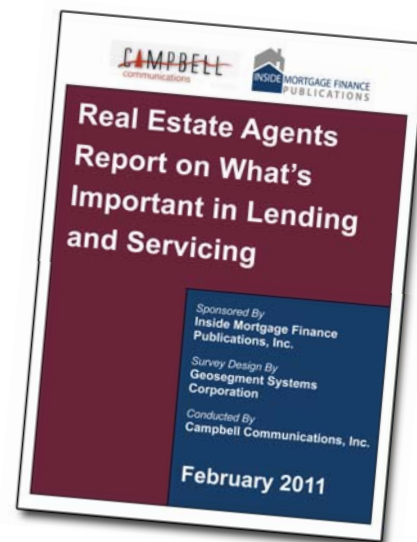
# New Study Shows How Real Estate Agents Rate Originators & Servicers

## Findings From National Survey Provide Actionable Data For Operational Improvements

Campbell Communications and *Inside Mortgage Finance* have conducted an unprecedented national survey of real estate agents on mortgage origination and servicing practices in the challenging 2011 housing marketplace.

The research compares mortgage originators and servicers across multiple service factors. Real estate agents specify the relative importance of specific actions that lenders and servicers can take to improve daily operations.

The survey was fielded in the second half of January 2011 and a report of the findings, ***Real Estate Agents Report on What's Important in Lending and Servicing***, was released February 25, providing a real-time look at real estate and financing conditions. More than 2,000 real estate agents responded to the survey.



### Mortgage companies, realty firms and policy-makers can learn about:

- Influence of real estate agents on mortgage provider selection
- Key factors in real estate agent recommendations of mortgage providers
- Comparative ratings of mortgage originators on multiple service factors
- Comparative ratings of mortgage servicers on REO and short sale performance
- Rankings of short sale and REO approval times across mortgage servicers

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## Actionable rankings of potential homebuyer incentives for REO and short sales:

- Coupon for lock change and alarm system installation
- Pay for homeowners title insurance policies
- Provide free home warranty
- Provide home improvement gift cards equal to 2% of property price
- Provide ½ point mortgage rate buy-down for potential homebuyers
- And other crucial incentives

## Comparative information on why homebuyers avoid short sales/REOs and how this can be best remedied:

- Ability to inspect property
- Mortgage financing for damaged property
- Title insurance availability
- Response time after offers
- Unresponsive listing agents
- And other critical data points

## Review the Survey Online

The survey instrument may be reviewed at: [www.campbellsurveys.com/agent111](http://www.campbellsurveys.com/agent111)

Designed by Geosegment Systems and Campbell Communications, with input from Inside Mortgage Finance Publications and mortgage lenders/servicers. Pre-tested regarding content and online compatibility.

## 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](mailto:john@campbellsurveys.com).