

# How Real Estate Agents Work With Mortgage Providers

## New Strategies for Building Home Purchase Business in the Competitive 2006 Market



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### *Latest Campbell Communications Survey Of RE Agents Probes Attitudes, Preferences*

2006 promises to be the most competitive mortgage lending environment seen in a number of years, and this year's home purchase business could make or break many lenders. Increasingly, success will depend on lenders' ability to gain and maintain the trust of real estate agents and brokers.

That's why Inside Mortgage Finance and Campbell Communications are undertaking their fourth national survey of real estate agent attitudes toward retail mortgage lending and specific lenders, focusing on:

- The effectiveness of partnerships and joint ventures
- The importance of pre-approval letters and pre-approval practices
- What factors lead to specific mortgage provider recommendations
- How real estate agents and brokers rate specific lenders

### **Get the Answers to Vital Retail Lending Strategic Issues**

This comprehensive study builds on the industry's leading surveys of real estate agents and brokers in 2005, 2004 and 2003, answering such questions as:

- ? • What are the most significant reasons agents recommend one or more mortgage providers?
- ? • How can a lender become agents' preferred recommendation?
- ? • How do buy-side agents use mortgage providers to qualify potential homebuyers?
- ? • How do listing agents evaluate homebuyers and their lenders to determine which offer should be accepted?
- ? • How do agents rank in importance the most significant problems with mortgage providers and process?
- ? • What are the most important actions mortgage providers can take to increase agents' confidence in their pre-approval letters?
- ? • Which types of mortgage providers do agents recommend to customers for specific financial situations?
- ? • And much more.



# ANNUAL HOME PURCHASE MARKET

## Survey of Real Estate Agents

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### Actionable Data To Improve Every Department

Executives will get specific, actionable data they need to improve every department in the retail lending process, with detailed information about hot button issues such as:

- How agents use mortgage lenders to qualify their homebuyers
- Interruption of closings because of homebuyer credit problems
- Sharing credit and income information with real estate agents
- Unreliable pre-approval letters
- Unauthorized “pre-approval letters” written by local loan officers
- Service levels at centralized call centers
- When mortgage brokers are preferred over direct lenders
- Opportunities for training of agents by national lenders
- Tardy HUD-1 statements
- Employment and income verifications at last minute
- Difficulties with underwriting departments

### Detailed Ratings on Major Direct Lenders

Agents rate lenders on 23 specific product and service factors, including:

- Reliability of pre-approval letters
- Competitive rates and low closing costs
- Loans for homebuyers with good credit
- Loans for homebuyers with credit problems
- Interest-only and option ARM mortgages
- Formal partnership with agent’s firm
- Agent ability to get information from call center
- Promptness of underwriting
- Reliability of meeting scheduled closing date
- Homebuyer familiarity with lender brand

### Leveraging Previous Surveys of Real Estate Agents, Mortgage Brokers and Correspondent Lenders

This project builds on our 2003, 2004 and 2005 surveys of real estate agents and broker-owners and mortgage broker attitudes toward lender relationships and our 2005 survey of correspondent lenders on investor interaction. Most of the nation’s top 35 lenders – as well as GSEs, investment banks, and other industry players – have used these studies to inform development of strategies to address retail and wholesale lending activities.

(For more information about past survey projects, see [www.campbellsurveys.com](http://www.campbellsurveys.com).)



# ANNUAL HOME PURCHASE MARKET Survey of Real Estate Agents



## Methodology

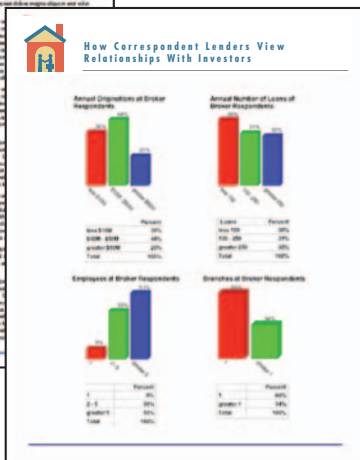
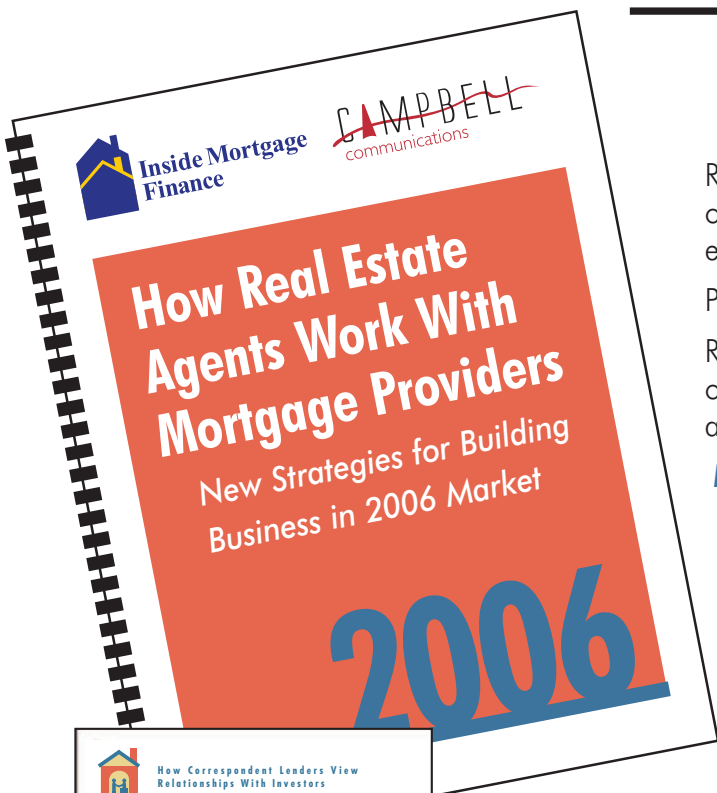
Respondents are invited to complete the survey form on a secure web site after promotion through e-mail messages.

Participants complete the survey online.

Respondents are assured anonymity, assuring validity of responses and higher response rate; their names and firms are kept confidential.

### Incentive for respondents to participate:

- **Complimentary report.** Following analysis and tabulation, all respondents receive an electronic copy of generic findings — not strategic, proprietary information — on the attitudes of their peers toward the retail lending process and direct lenders.
- **Ease of participation.** Simple online function, web-based, can be accomplished at convenience of respondent at home or office, day or night.
- **Length and simplicity.** Relatively brief instrument requires little time, no need to refer to documents. Virtually all information needed is present in mind of respondent.



## Targeted Respondents

Targeted respondents recruited by e-mail.

- A substantial sample of the nation's real estate agents were invited to participate via a proprietary database containing more than 600,000 e-mail addresses.

For more information, call 202.363.2069



## ANNUAL HOME PURCHASE MARKET Survey of Real Estate Agents

# Review the Survey Online

The survey instrument may be reviewed at [www.campbellsurveys.com/agent06](http://www.campbellsurveys.com/agent06). Designed by Campbell Communications, Inc. and Geosegment Systems Corporation, with input from Inside Mortgage Finance Publications, Inc. Pretested regarding content as well as online compatibility.

### Survey Timing

The survey is being conducted during February 2006. Full report to be delivered March 2006.

### Full Report Contents

A complete set of survey findings will be provided, consisting of data analysis, summary tables, color graphs, and interpretative narrative. Analysis and preparation of report by Campbell Communications and Geosegment Systems. Documents in PDF format with permission to print out and duplicate copies for companies' internal use. Purchasers may obtain PowerPoint versions of graphs and tables (by email) at no extra charge.

### Pricing and Delivery

Price of the full report is \$12,500. Customers will receive expedited electronic delivery of findings in order of purchase. For additional access to base survey data, please call for a quote.

### Questions and Further Information

Call John Campbell **202.363.2069**, or e-mail [john@campbellsurveys.com](mailto:john@campbellsurveys.com).

## To Order Survey Report

- E-mail [info@campbellsurveys.com](mailto:info@campbellsurveys.com), providing name and company name and contact information
- Call **202.363.2069**



Inside Mortgage Finance Publications, Inc. is a leading publisher of strategic newsletters in the mortgage industry. Campbell Communications, Inc. is a marketing and research firm which conducts syndicated surveys in vertical markets. Geosegment Systems Corporation, a market research firm specializing in the mortgage industry, is principal designer of studies undertaken by the two companies and primary author of the survey reports.

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