

How Mortgage Brokers View The Shift to Non-Traditional Products

Table of Contents

Introduction	
Terminology	
Executive Summary of Statistics and Facts	
Principal Findings.....	
Respondent Acquisition and Sample Size	
Demographics of Respondents.....	
Office Location of Respondents	
Number of Employees	
Open Shop/Closed Shop Status.....	
Personal Transactions Per Month	
Lenders Regularly Used	
Convergence of Broker Distribution Network	
Trial of New Lenders.....	
Loan Programs	
Alternative Mortgages	
Piggyback Mortgages	
Lender Rankings by Product Category	
Share Ratio Rankings of Lenders	
Ranked Importance of Rating Factors	
Comparisons of Rating Factor Importance	
Rankings of Average Lender Ratings	
Comparisons of Average Lender Ratings	
Rankings of Lenders by Average Rating	
Report Cards for Individual Lenders.....	
Survey Instrument.....	