

How to Build Mortgage Business *With Real Estate Agents*

The annual real estate study from Campbell Surveys and Inside Mortgage Finance explores the relationship between mortgage lenders and real estate agents. The 2019 edition is now available.

- Use the results to guide your strategy,
- Assess the effectiveness and prevalence of various lender services,
- Track changes in real estate agent preferences or practices that affect the choice of lender, and
- Benchmark your performance versus other top lenders.

The 2019 study is based on a national survey of real estate agents and nearly 2,000 agents participated in this year's research. The results are presented with easy-to-understand charts in a PowerPoint slide deck and the underlying data can be further analyzed through an interactive workbook that is included in the study.

Featured in the 2019 results are:

- Ratings of lender services and reasons for lender referrals;
- Ratings of 15 top lenders (including primary drivers of each rating and comments on each lender); and
- Statistics on preapproval activity and effectiveness, agents' lender recommendations and referrals, and agents' lead sources for closed mortgage loans.

These data points also have demographic breakdowns (e.g., is preference different for old/young or high-/low-volume real estate agents?) as well as year-over-year changes and comparisons. All sections include text comments from survey respondents.



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resurvey2019@imfpubs.com or 800.570.5744.**

The 2019 study is divided into seven sections plus an appendix.

Importance of Agent Lead Sources for Closed Loans

(ranked by percent of closed transactions)

- ✓ Open Houses or Sign Calls
- ✓ Brokerage Office/Website/Walk-in
- ✓ Personal Website
- ✓ Realtor.com
- ✓ Zillow
- ✓ Other Homebuying Websites
- ✓ MLS Website
- ✓ Lender-provided Leads (excluding local LO)
- ✓ Lender-provided Leads (local LO)
- ✓ Relocation Company
- ✓ Advertising (online)
- ✓ Advertising (non-online)
- ✓ Sphere of Influence/Referrals (excl. social media)
- ✓ Sphere of Influence/Referrals (social media)

Lender Services and Accessibility

(rated on a scale of 1-5)

- ✓ Preapprovals
- ✓ Prequalifications
- ✓ Leads on Potential Homebuyers
- ✓ Ability to Meet In-Person w/Loan Officer
- ✓ Always Accessible/Responsive
- ✓ Easy-To-Access Loan Status Updates
- ✓ Easy-To-Access Loan Requirements/Product Offerings
- ✓ Online Loan Application
- ✓ Marketing Materials/Funding for Agents (incl. co-branded ads, open houses, broker opens)
- ✓ Content Sharing (for re-distribution to clients, website, social, etc.)
- ✓ Coaching Resources for Agents
- ✓ Housing & Mortgage Market Education/Updates
- ✓ Homebuyer Education Resources

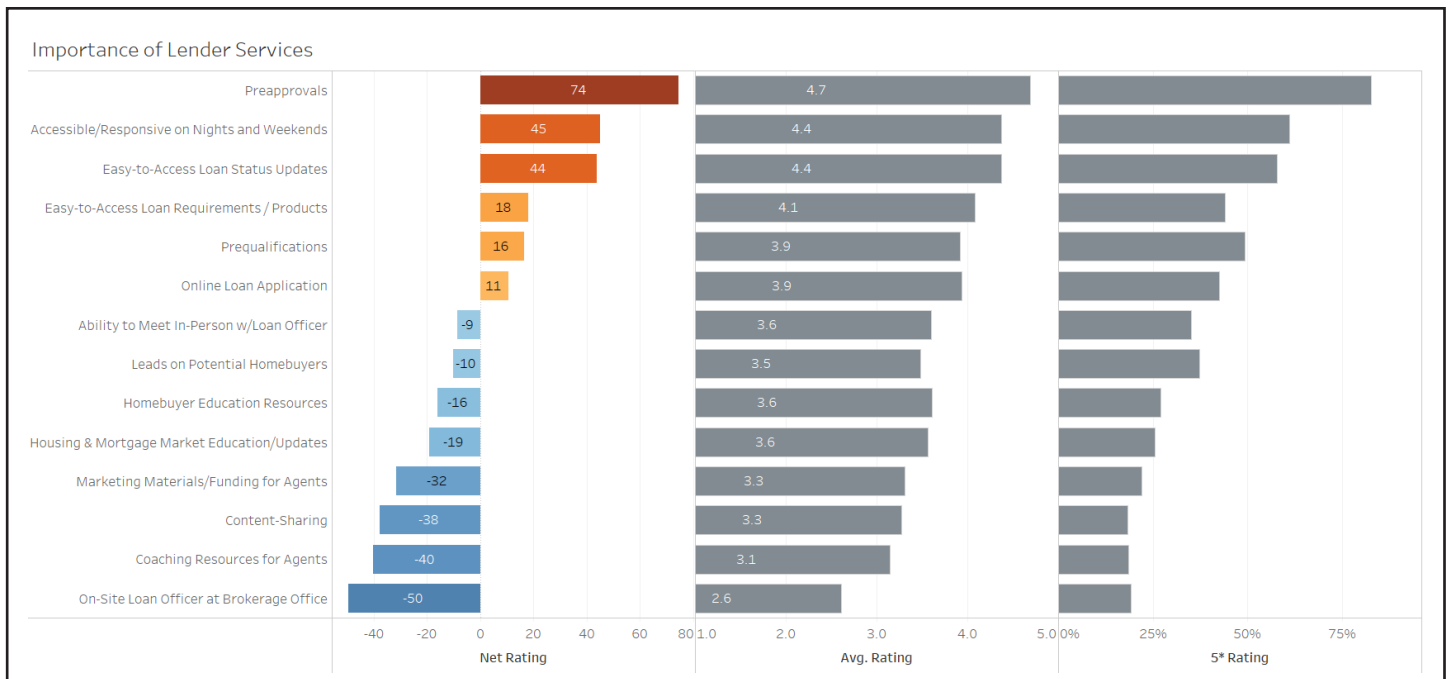
Significance of Leads from Partner Websites/Programs

(rated on overall, lead quality, lead cost, lead volume, and ease of use)

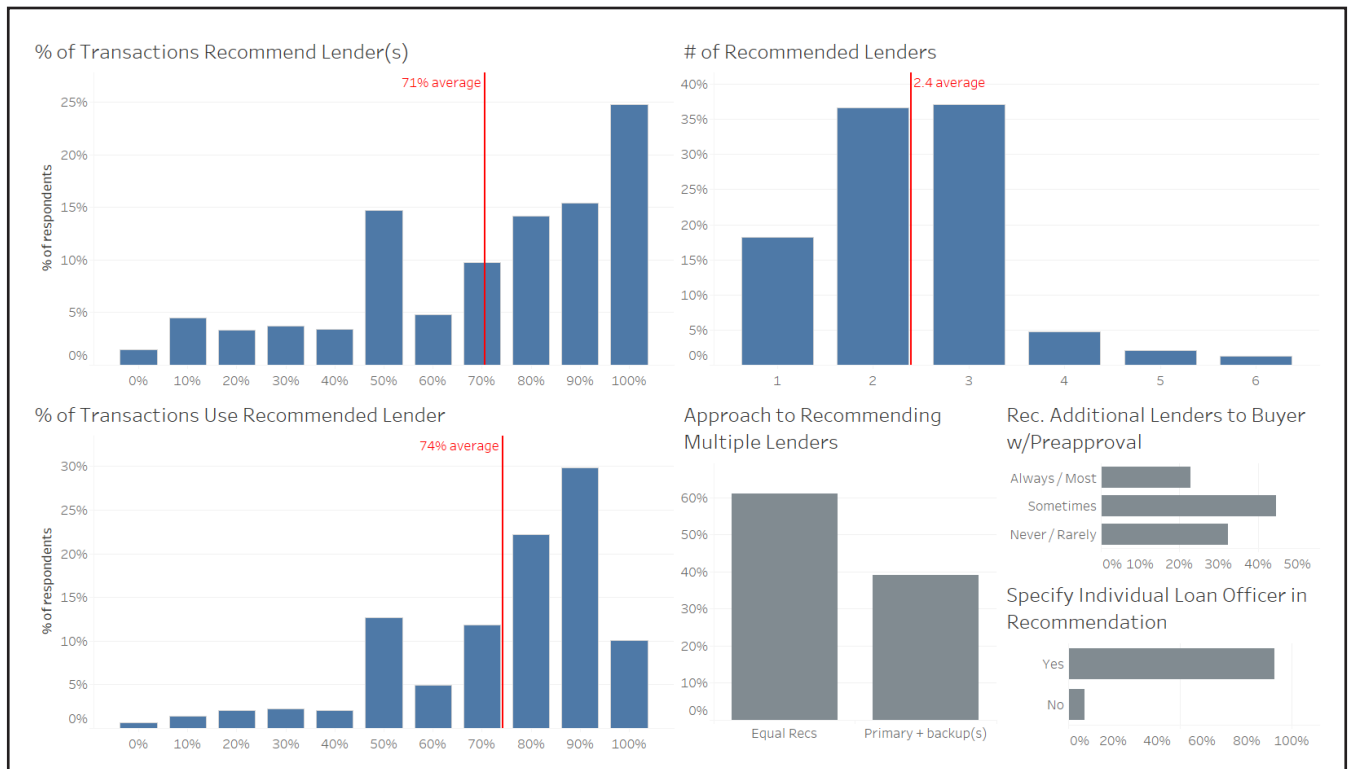
- ✓ Zillow
- ✓ Realtor.com
- ✓ Homes.com
- ✓ Rocket Homes
- ✓ mello home
- ✓ HomeScout
- ✓ Home Captain

Statistics on Preapprovals

- ✓ Percent of homebuyers with preapproval (before meeting agent)
- ✓ Percent of homebuyers with preapproval (overall)
- ✓ Percent of preapproved homebuyers who close with same lender that provided preapproval
- ✓ Number of preapprovals per homebuyer



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Most Important Factors for Lender Referral

(% marked "important")

- ✓ Provide Marketing Materials/Promote Open Houses
- ✓ Mortgage Education for Agents
- ✓ Mortgage Education for Homebuyers
- ✓ Preapprovals
- ✓ Receive Leads from Lender
- ✓ Accessible/Responsive on Nights and Weekends
- ✓ Local Loan Officer/Physical Office
- ✓ Lead Time on Closing Dates
- ✓ Performance on Meeting Closing Dates
- ✓ Easy-to-Access Loan Status
- ✓ Digital Preapp or Loan Application Process
- ✓ Loan Programs
- ✓ Homebuyer Uses Bank
- ✓ Agent Uses Bank Personally
- ✓ Advertising to Agents (incl. rate cards)
- ✓ Advertising to Homebuyers
- ✓ Brand Reputation
- ✓ Experience of Homebuyer Clients

Agent Recommendations of Lenders

- ✓ Percent of time lenders are recommended
- ✓ Number of lenders recommended
- ✓ Percent of time recommended lender is used
- ✓ Approach to recommending multiple lenders
- ✓ Recommending lenders to homebuyers with preapprovals
- ✓ Agent control/influence over lender selected by homebuyer

Lender Reviews

(like/dislike/neutral and primary reason for opinion)

- ✓ Bank of America
- ✓ Caliber Home Loans
- ✓ Chase
- ✓ Fairway Independent Mortgage
- ✓ Guaranteed Rate
- ✓ Guild Mortgage
- ✓ loanDepot
- ✓ Movement Mortgage
- ✓ Navy Federal
- ✓ PNC
- ✓ PrimeLending
- ✓ Quicken Loans
- ✓ SunTrust
- ✓ USAA
- ✓ US Bank
- ✓ Wells Fargo



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