



# New Research Examines Dynamics of RE Agents' Referrals to Lenders

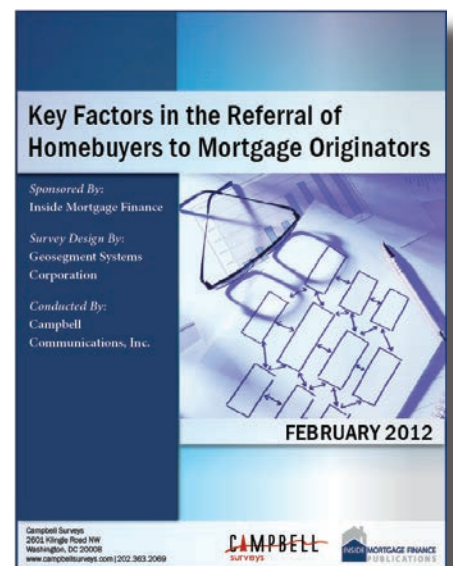
## Findings of National Survey Will Help Mortgage Lenders Increase Penetration in Home Purchase Loan Market

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**Campbell Surveys and Inside Mortgage Finance** have completed a national survey of real estate agents that will closely examine the factors that drive home purchase loan referrals to mortgage lenders.

This new research analyzes current real estate agent practices in recommending lenders to homebuyers and explores specific actions that originators can take to maximize their home purchase mortgage business in 2012.

A report of the survey's findings, *Key Factors in the Referral of Homebuyers to Mortgage Originators*, was released in March. The research provides a real-time look at housing and mortgage conditions in 2012—and what this means for mortgage market players.



Banks, mortgage firms, realty companies and policymakers can learn:

- The proportion of home purchase mortgage decisions controlled or influenced by real estate agents
- The importance of joint ventures in referrals to specific mortgage lenders
- The key factors in real estate agent recommendations of mortgage providers
- The comparative ratings of mortgage originators on multiple service factors
- The most important features agents look for in a mortgage lender

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## Actionable data from the following survey topics:

- Importance of pre-approval letters in influencing or determining lender selection
- Real estate agent expectations for closing dates
- Factors in the underwriting process, including downpayment requirements, employment and income verifications, and credit scores
- Reasons that real estate agents change lender recommendations
- Homebuyer lead generation by mortgage partners
- And many other critical topics

## Ratings of key competitors on more than 20 factors, including:

- Local loan officers
- Centralized call centers
- Access to computerized status reports
- Shared office space with loan officers
- Brand recognition
- Underwriting process
- Rates and closing costs



## Review the Survey Online

The survey instrument may be reviewed at: <http://campbellsurveys.com/agent20121>

Designed by Geosegment Systems and Campbell Surveys, with input from Inside Mortgage Finance Publications and major mortgage lenders. 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.

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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).