

Technologies that Increase Volume by Attracting Broker Business

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PANELISTS

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STATE OF THE INDUSTRY

- Industry production and account executive productivity have dropped precipitously
 - Net income margins are down in all production channels
 - Broker wholesale has lost money for both 2005 (-5.1 bps) and 2006 (-17.8 bps)

Source: Stratmor Peer Group Study

STATE OF THE INDUSTRY (cont'd)

- Closed loans per month per account executive are down from 120 (2003) to 39 (2006)
- Loans closed per active broker from 3.4 to 1.6
- Active broker accounts per account executive are down from 36 to 24

Source: *Stratmor Peer Group Study*



THE NEED

- Lenders need more wallet share from existing profitable brokers
- Need NEW wallets similar to their best brokers

WHAT CAN BE DONE WITH TECHNOLOGY?

global  strategies



How are lenders using technology to increase the loyalty of existing brokers?

global  strategies



How is technology being used to improve service to existing brokers?

How can lenders use technology to attract new brokers?

global  strategies



How is technology being used to gain commitment earlier in the process?

What are you seeing in terms of new applications of automation?

WE'D LIKE TO HEAR FROM YOU

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