



Reverse Mortgage Intelligence Solutions

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Reverse Mortgage Intelligence Solutions

Intelligence?

Intelligence Solutions Utilize Database And Reporting Technology To Provide Actionable Decision Information To Business Leaders

Market Intelligence – External (Competitive) Focus

Business Intelligence – Internal (Performance) Focus

Reverse Mortgage Intelligence Solutions

Market Intelligence

Identifies Risks And Opportunities In The Industry Based On Current Performance Statistics In Your Relevant Markets

Benchmark Performance – Are You Growing Faster, Slower Or On Par With Industry Overall?

Market Overall Grew 33.6%, But California Declined 16.7%

Target Investments – Are You Investing In Areas Proven To Correlate With Higher Volumes & Market Share?

Product Penetration Ranges From 0.29% to 4.84% Nationwide

Target Expansion – Are You Identifying Growth Markets With The Most Potential Customers And Fewest Competitors?

Some Markets Have Over 400 Active Lenders Or Under 1,000 Prospects Per Active Lender, While Other Markets Have Over 20,000 Prospects Per Active Lender

Reverse Mortgage Intelligence Solutions

Business Intelligence

Identifies Risks And Opportunities In Your Organization Based On Competitive Performance Statistics Like Turn Times And Productivity - Segmented By Function, Department, Employee And Other Factors

Target Marketing – Are You Learning From Past Experience In Marketing Campaigns?

Typical Marketing Cost Per Funded Loan = \$1,000, But Ranges From \$500-2,000+

Improve Productivity – Are You Consistently Increasing Your Return On Your Largest Expense?

People Are Typically 70% Of Costs, But Productivity Ranges From 8-20 Fundings Per FTE In Operations

Sales Performance – How Many Loans Can You Expect Each Month From A New Loan Officer?

Rookie Loan Officers Typically Generate 2 Fundings Per Month After One Year