

MORTGAGE BANKERS ASSOCIATION

MBA'S NATIONAL MORTGAGE SERVICING CONFERENCE & EXPO 2009 / TAMPA

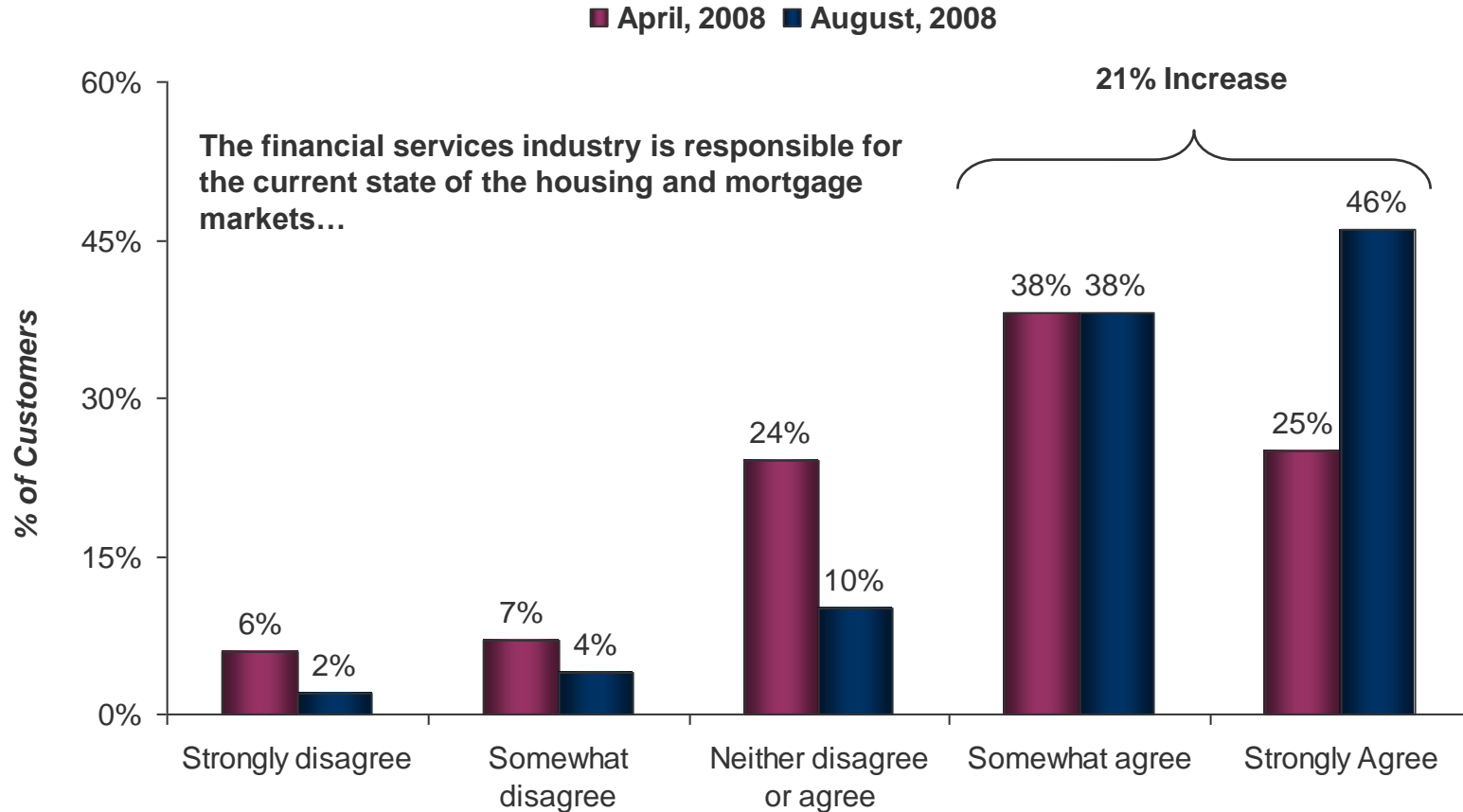
MORTGAGE BANKERS ASSOCIATION

New Mortgage Market Conditions: The Customer Perspective

Rockwell F. Clancy II, Executive Director, Financial Services

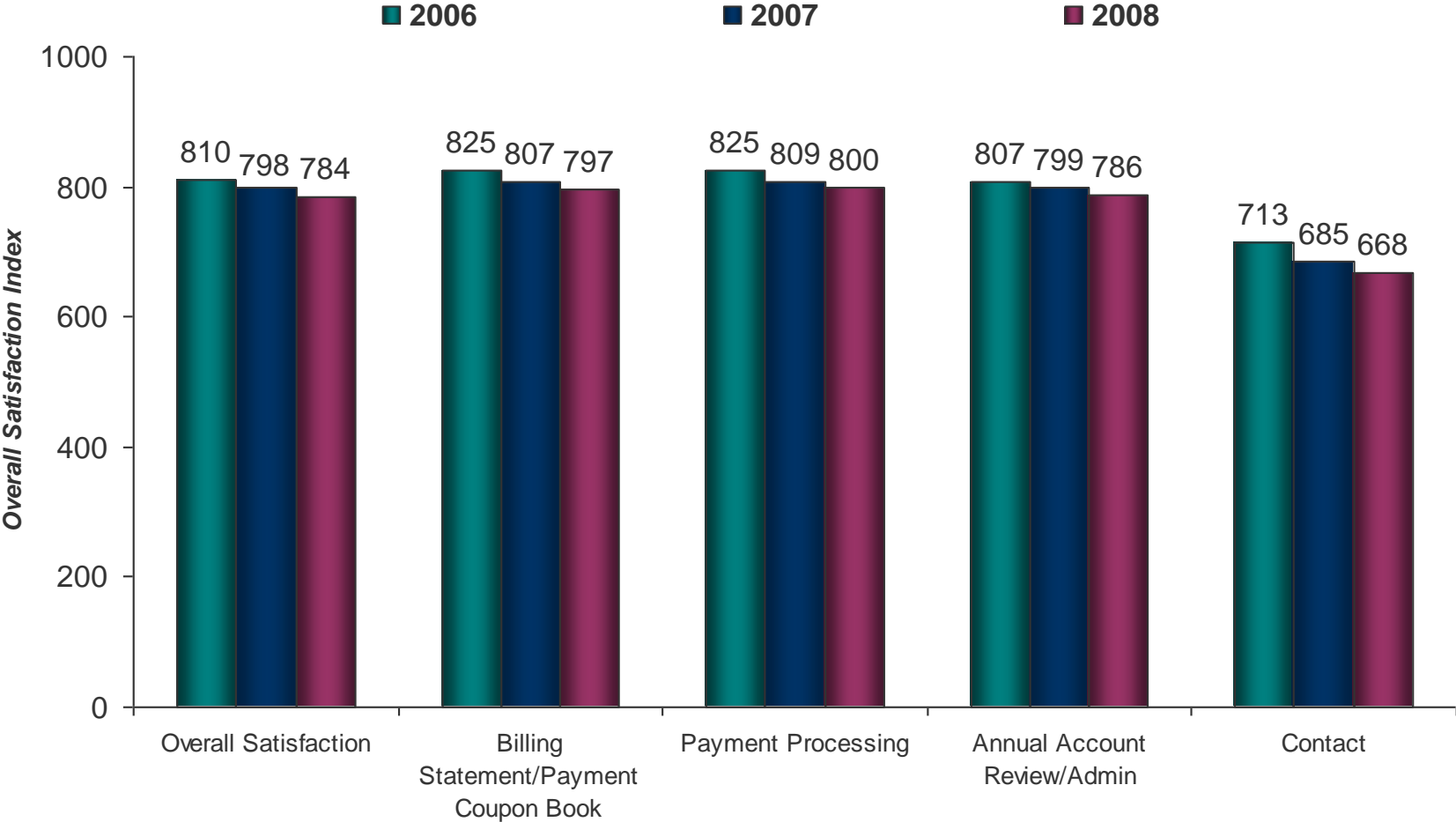
Add Your Company Logo Here

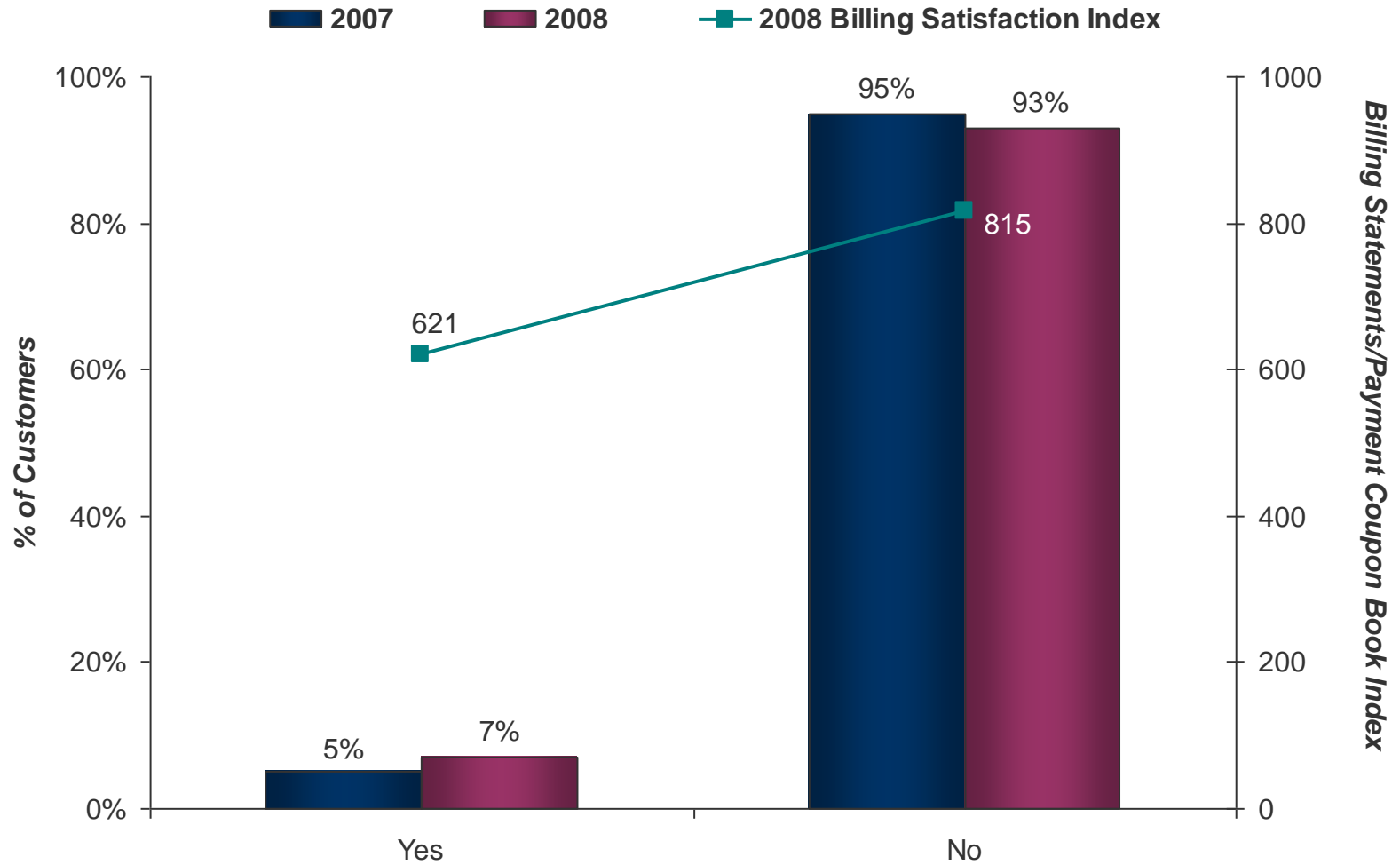
Vast Majority of Consumers Hold Financial Services Industry Responsible for Current Crisis



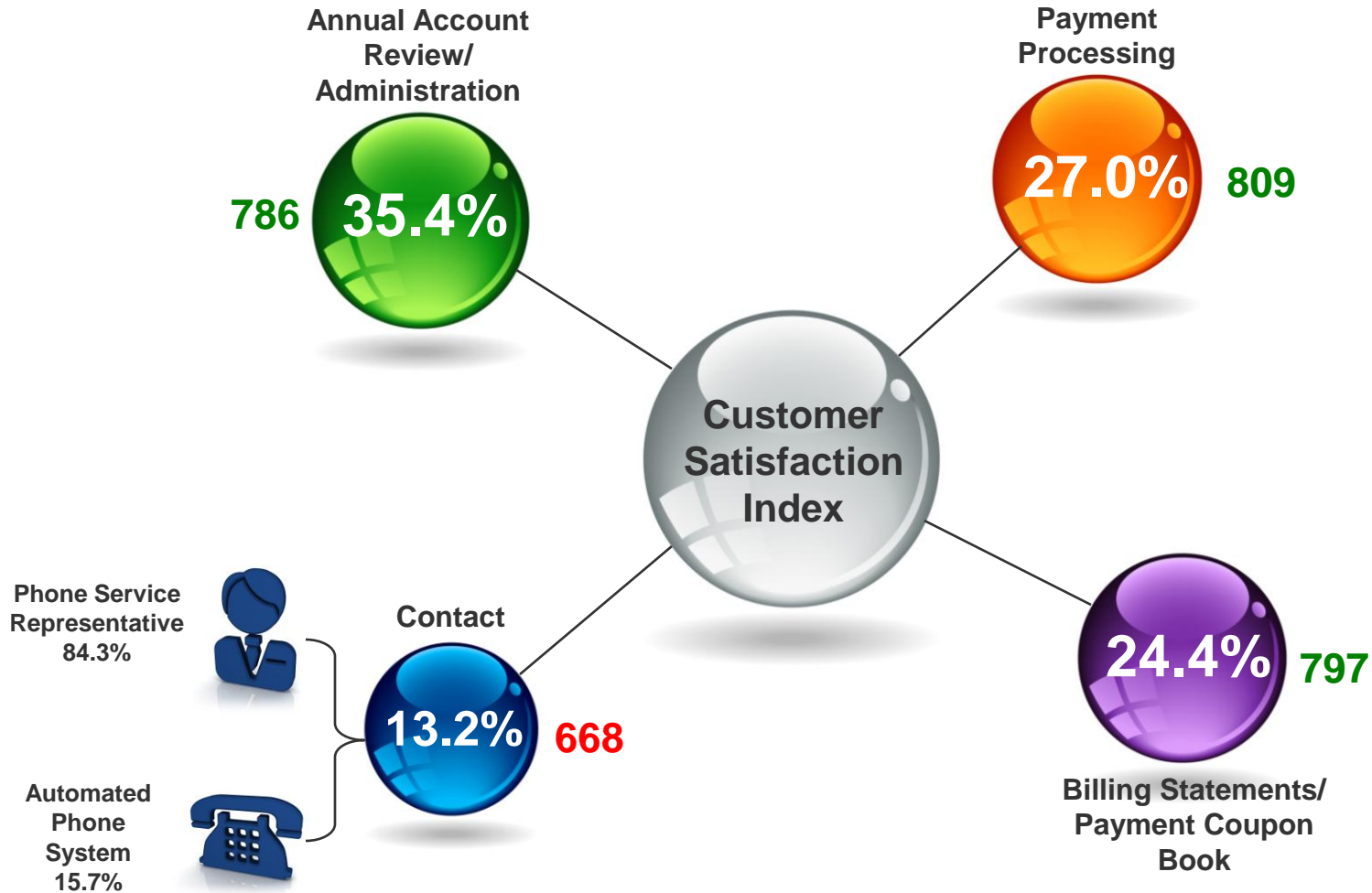
Note: Data based on an online survey conducted separate from the syndicated mortgage studies in October 2008 to collect data on consumer reaction to the recent actions being taken by the federal government to stabilize the housing and mortgage markets. n=1,024

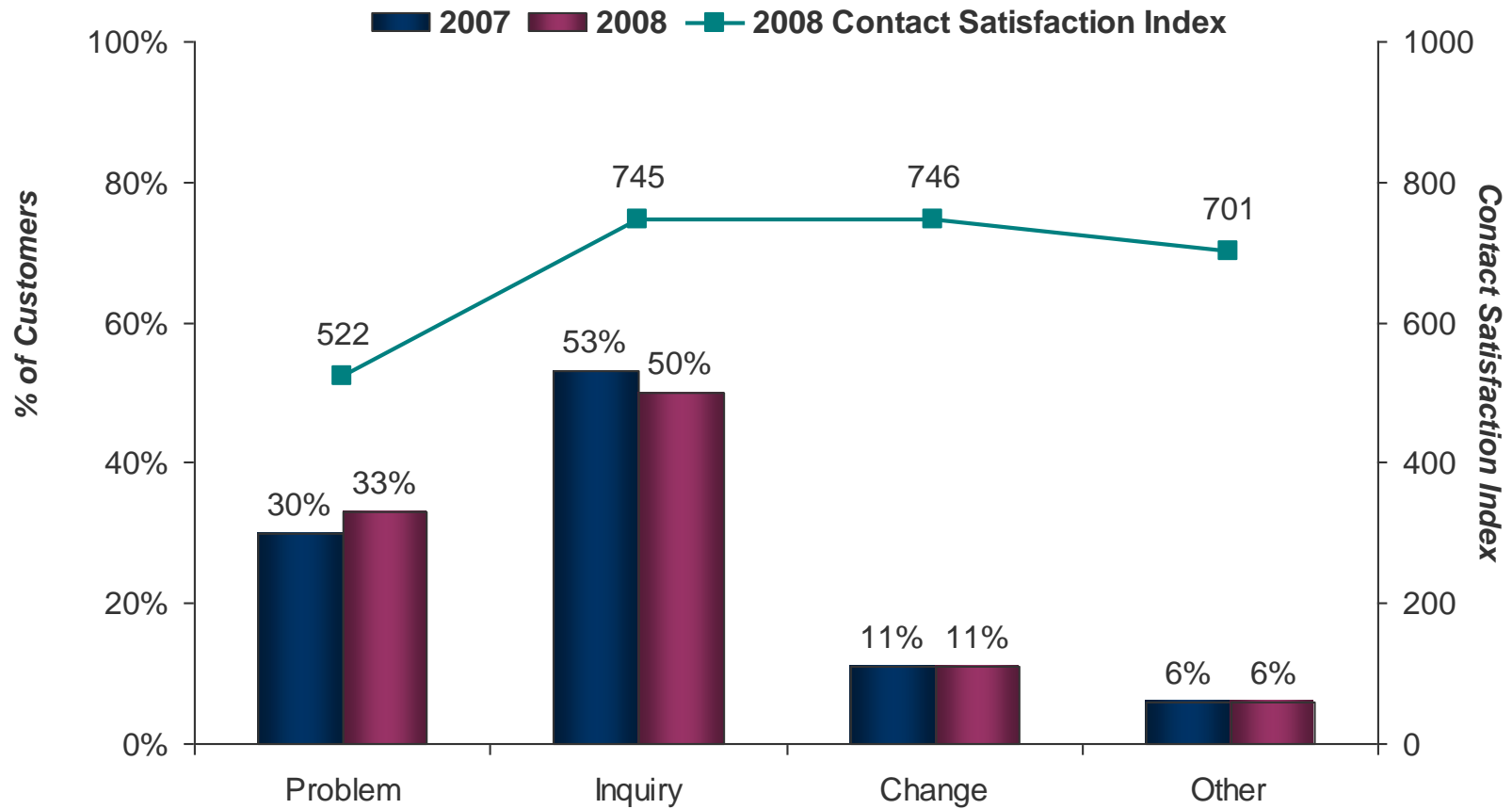
2008 Primary Mortgage Servicer Satisfaction



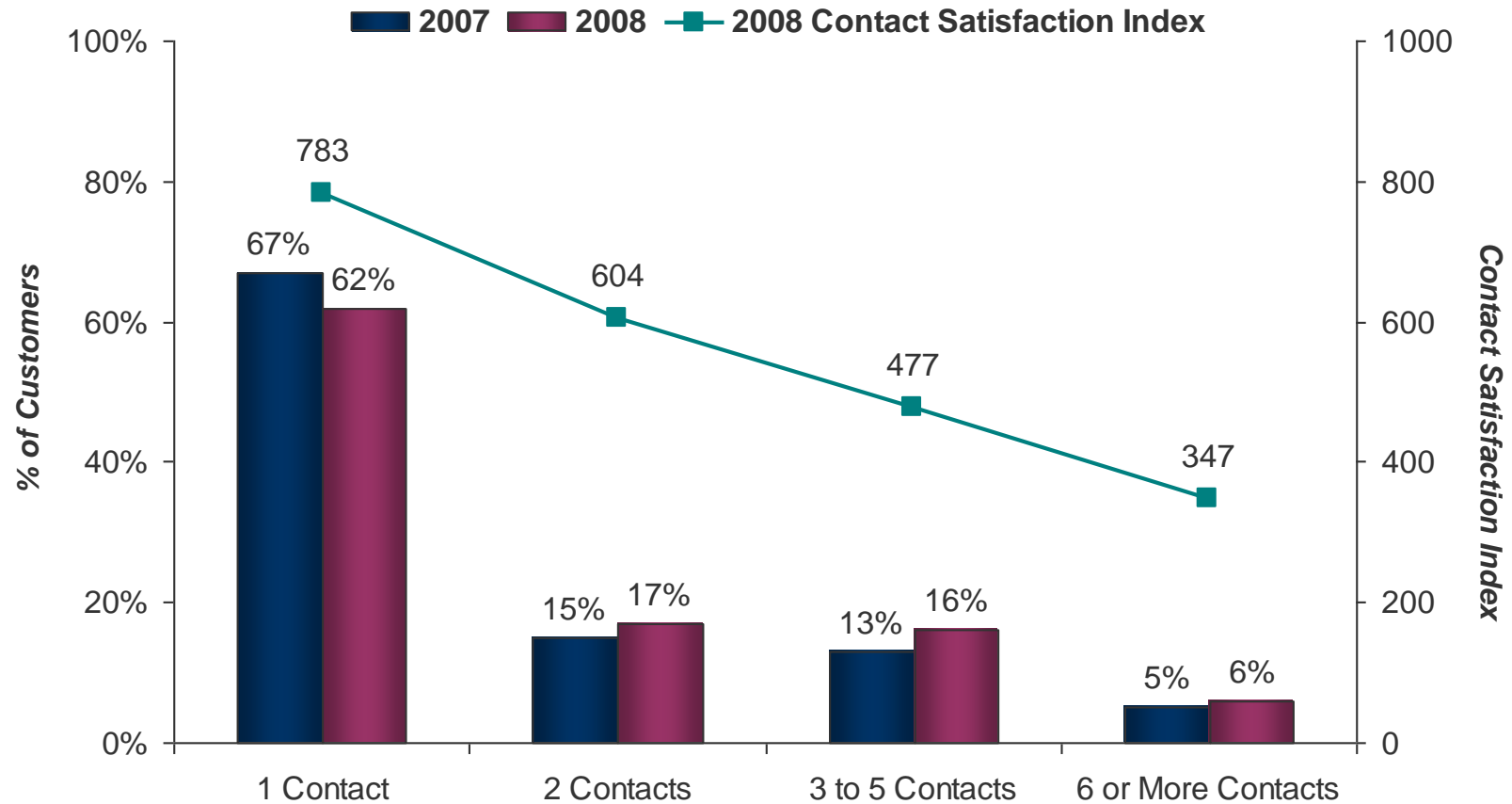


Overall Servicer Satisfaction Index Model Composition



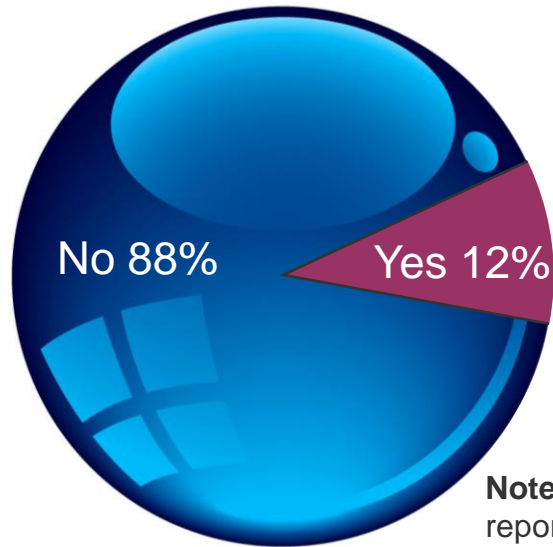


Number of Times Contacted

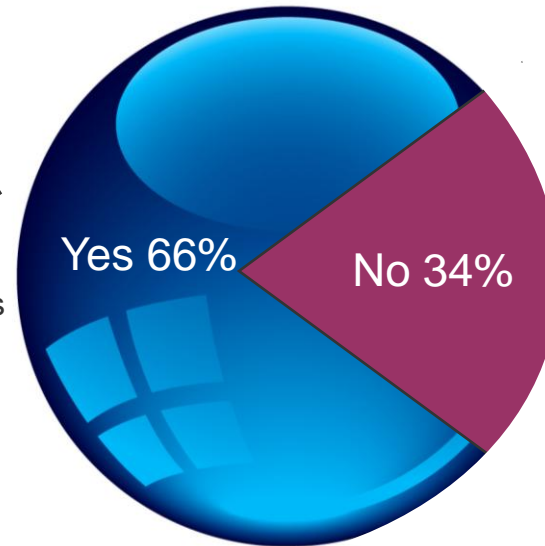


Note: Percentages do not equal 100% due to rounding.

More than 30 days late in the
past 12 months



Made special arrangements with
 lender regarding mortgage payments



Note: In 2007, 9% of customers reported making a late payment and 61% indicated they had to make special arrangements.

	2007	2008
Willingness to "work with you" to make different payment arrangements	6.38	6.61
Ability to understand your circumstances	6.09	6.34

With flood of incoming inquiries – late payments, questions about restructuring, safety of institution, etc.

- » Inventorying is critical
- » Identify those that can be addressed by proactive communications (think political campaigns and instant response to emerging issues)
- » Determine the high frequency/low complexity issues and train broad group frontline reps and shop for
 - Consistency and conviction
 - Speed
 - Accuracy of handoff

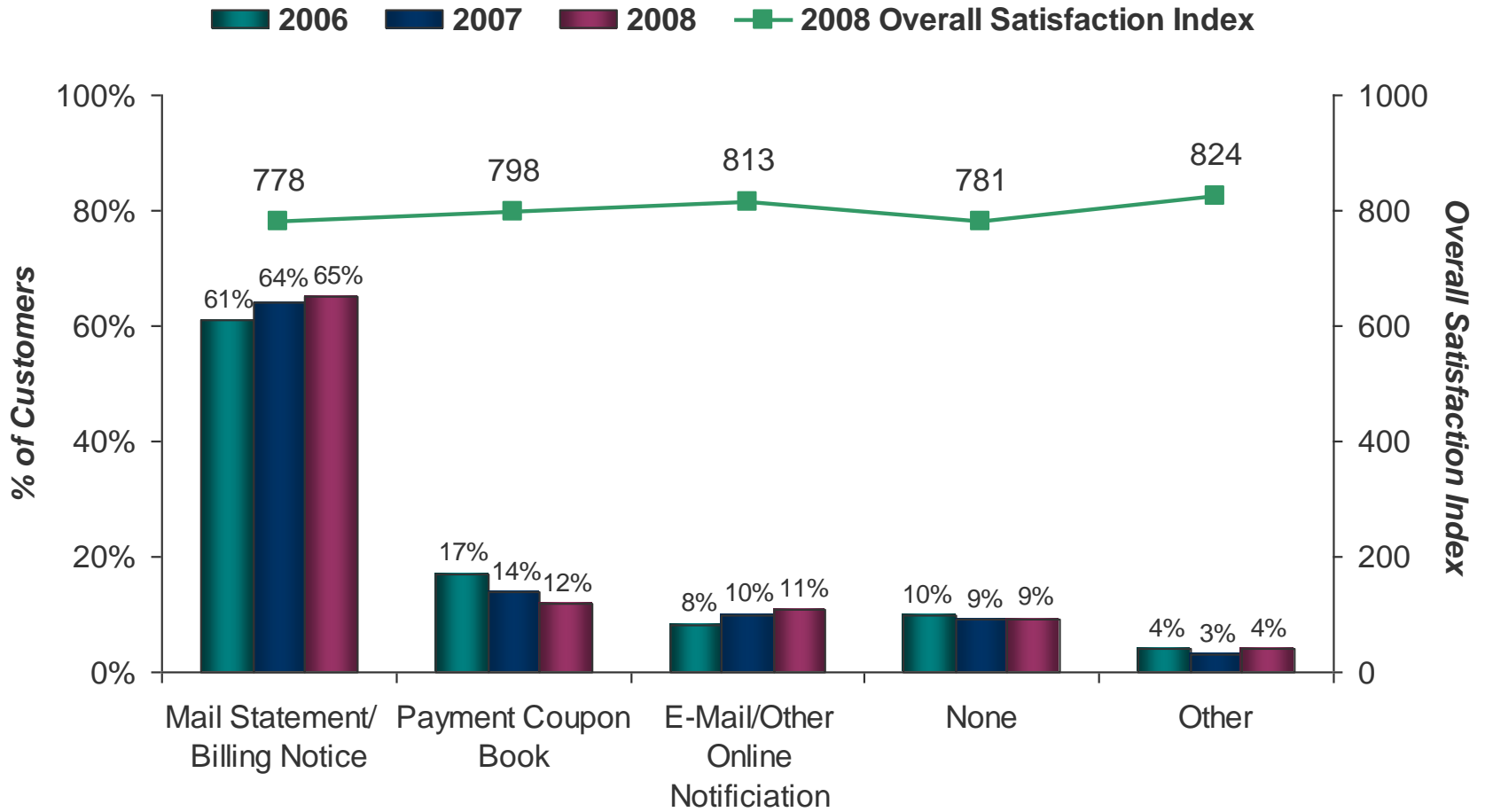
Continue to communicate billing and payment options to reduce friction and costs

- » Selling at point of origination is key

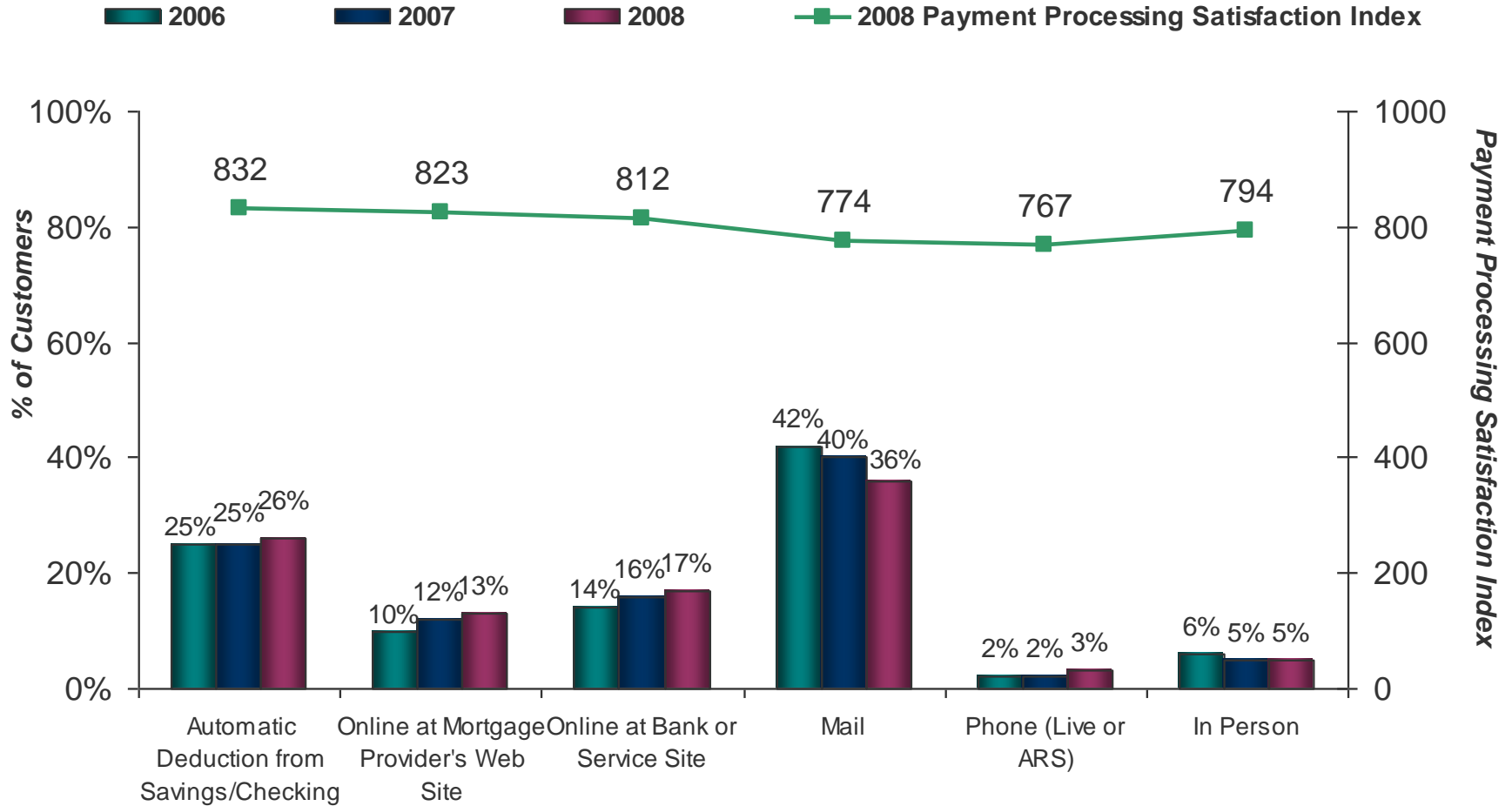
With flood of incoming inquiries – late payments, questions about restructuring, safety of institution, etc.

- Inventorying is critical
- Identify those that can be addressed by proactive communications (think political campaigns and instant response to emerging issues)
- Determine the high frequency/low complexity issues and train broad group frontline reps and shop for:
 - Consistency and conviction
 - Speed
 - Accuracy of handoff
- Continue to communicate billing and payment options to reduce friction and costs

Opportunity to Increase Online Billing



Potential to Increase Electronic Payments



Billing and Servicing Information Provided During the Loan Origination

