

**MBA's 97th ANNUAL**  
**CONVENTION & EXPO**  
**OCTOBER 24-27 ATLANTA**

**Growing Market Share in a Down Market**

**2010**



How many of you are Mortgage Bankers?



How many of you work for a  
Bank or Credit Union?



Anyone work for a Warehouse Bank?



Any Investors in the room?

## How to Gain Market Share?

1. Understand Industry Obstacles
2. Know more about your business
3. Move beyond Best Efforts
4. Know your market



# Our Panelists

# **Gabe Minton, Chief Strategy Officer**

## Motivity Solutions

Served as head of MISMO, standardizing the exchange of data and information between systems

Business Intelligence Systems

In-depth analysis that identifies full scope of operation

# **Greg Shumate, President & Managing Partner**

## Brand Mortgage

Industry leader for three decades

Mortgage Banker Association of Georgia's Gold Award recipient for 15 consecutive years

Brand Bank is over 100 years old. Brand Mortgage has grown to 8 offices and over 180 employees in just 4 years

# Tom Millon, CEO & President Capital Markets Cooperative

Top capital market executive in US Mortgage business

Leading expert in risk management and the sale of loans to end investor banks, REITs, and portfolio investors

Combines secondary expertise with cooperative power to create best pricing and products

## **David Lykken, President**

Mortgage Banking Solutions

Host of “Lykken on Lending”

Founder and Partner of three Mortgage Banking Companies

Host of the weekly radio webcast of “Lykken on Lending” covering key issues facing mortgage lenders

MBS helps mortgage operations grow and prosper by providing solid business strategies and advice

## **Rob Katz, President**

DMD - Del Mar DataTrac

19-year mortgage lending process automation and technology veteran

Leading provider of affordable workflow automation solutions for mortgage lenders, banks and credit unions

Systems are designed to quickly help a lender with risk mitigation through error reduction and streamlining operations

# Industry Obstacles

Ending up with a bigger piece of a smaller pie...

# Issues or Opportunities?



# Secondary Markets



# Operational Errors



# Understanding Your SWOT

Strengths | Weaknesses | Opportunities | Threats



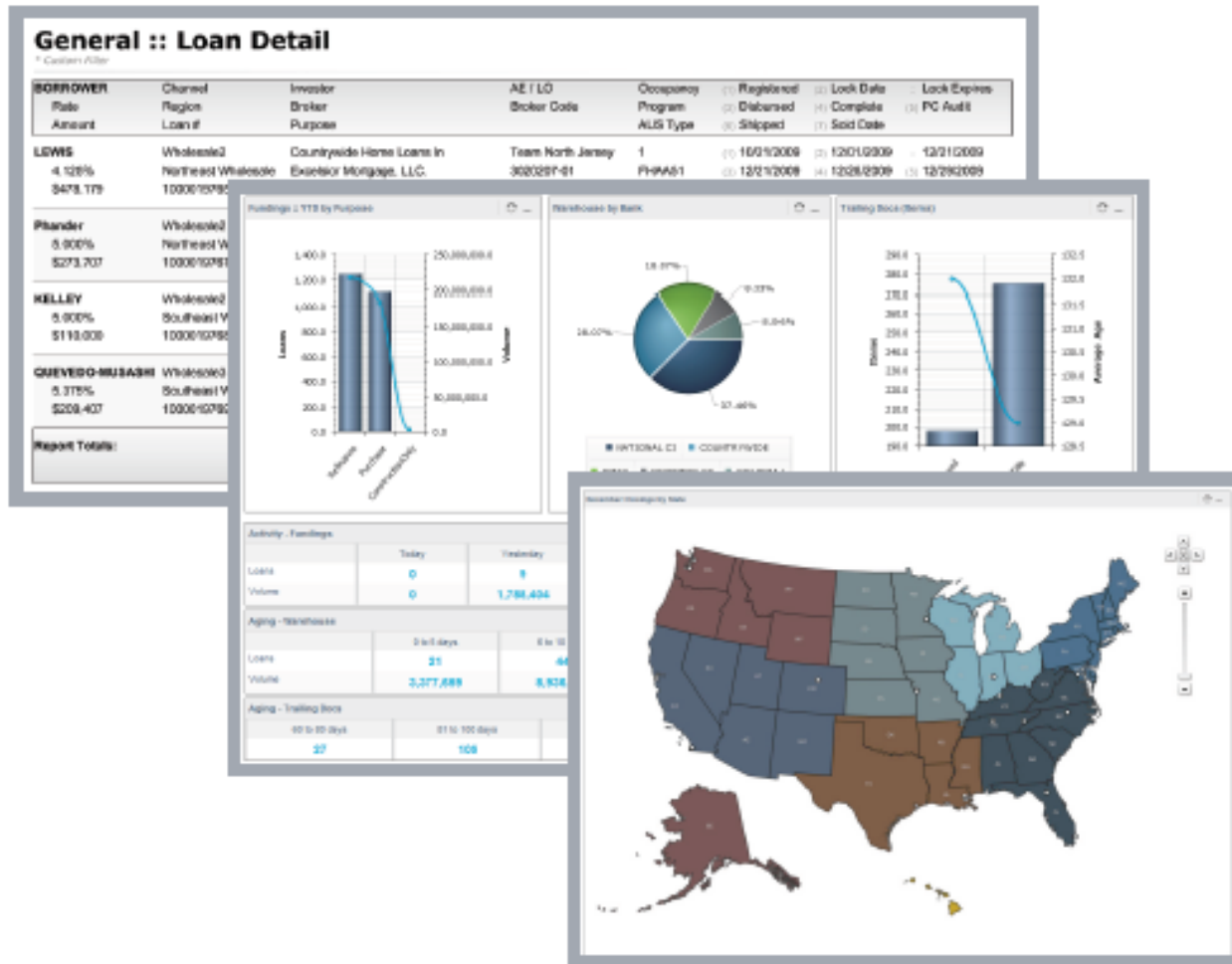
Completed a SWOT analysis of your organization in the past 12 months?

# What's involved? Why are they important?





# How do you understand your business better?





If I knew then,  
what I know now...

# Moving Beyond Best Efforts

“Hedging” is NOT a dirty word...



How many of you let your loan officers lock directly  
with your investors?



How many of you currently only sell your closed loans on a best efforts basis?



How many of you currently hedge to mitigate your risks?

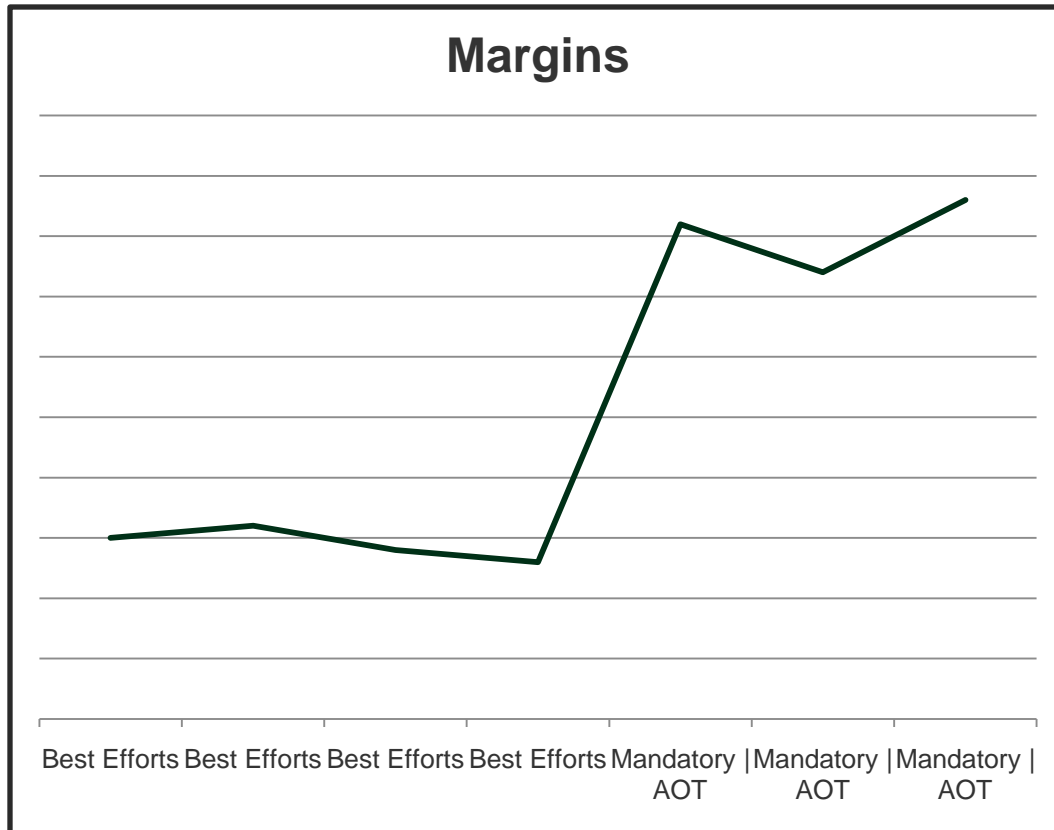
# Why shouldn't LOs lock directly with investors?



# Beyond “Best Effort” Feeling Too Risky?



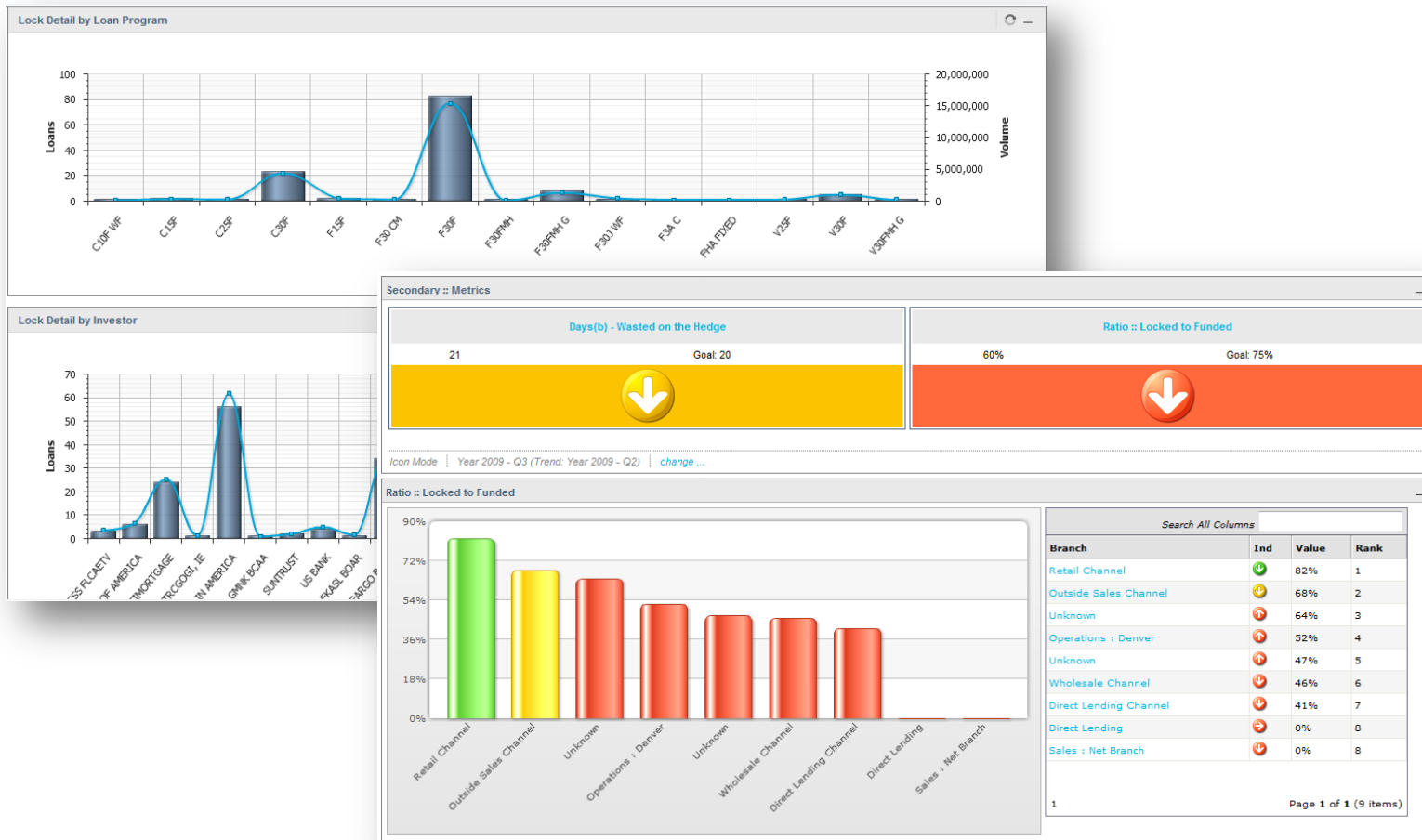
# Margin Increases and Possible Hits Along the Way?



# Historical Perspective



# Business Intelligence for Hedging?



# Your Market

Retail | Wholesale | Correspondent

Single State | Multi-State



How many of you do retail loans?



How many of you do wholesale business (working with brokers)?



How many of you buy closed loans from other lenders?

# Is Wholesale Lending Dead?



## Considerations Before Expanding Origination Channels?



# What are you seeing out there?



# Final Thoughts

# Questions

(the only stupid question is the one never asked)